

UNIV. OF MO.

MAR 11 1910

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXX.

NEW YORK, MARCH 9, 1910.

No. 10.



We are often asked why it is that so little is said in the advertising publications about the business we are handling.

The reason is that in an advertiser's interest we question the wisdom of publishing in this way the facts as to what he intends to do, or is doing, or the detailed results of what he has done. Such information is of course most welcome to his competitors, giving them opportunity to duplicate his plan or to counteract it.

Desiring in every way to further the interest of our clients, we have declined to give inside information about their business. For the same reason only we do not announce that we have taken this or that order, although such notice would be good advertising for us from a purely selfish standpoint.

The interest of our clients governs in these as in other particulars. There's a difference, however, between saying nothing and doing nothing.

New York

Philadelphia

Boston

1611 to 6

Take your choice.

Wisconsin has 1,611 towns of twenty-five thousand or under to six towns of over that figure.

Over 50% of the business of the smaller towns is done with farmers, for Wisconsin is a farming state.

The Wisconsin Agriculturist

reaches one out of every three of these families which form the back-bone of the state's prosperity.

You can put your story before these people—one out of every three farm families, one out of every six throughout the state for just a bit over the cost of white paper and ink.

Logical advertising will unify demand and distribution throughout these 1,611 towns. And once you get your goods the remaining six towns are a simple matter.

In short, Wisconsin is one of the easiest conquests for the progressive manufacturer, as well as one of the country's richest.

Are you from Missouri? We will gladly prove all we have said by concrete examples—automobile, cameras, clothing, etc.

Where shall we send it?

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

GEO. W. HERBERT,
Special Representative,
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, Inc.
Eastern Representatives,
41 Park Row, New York.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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IS THERE AN ADVERTISING GRAVEYARD?

WHAT HAPPENED TO ST. JACOB'S OIL ADVERTISING—UNCANNY REASON WHY RUBIFOAM IS NO LONGER ADVERTISED—"SEE THAT HUMF?" ADVERTISING HAS BUILT A SECURE GRIP ON ALL HOOK AND EYE BUSINESS, NOW NO LONGER ADVERTISED—ARTEMAS WARD'S RETROSPECTIVE VIEW OF ADVERTISING DISAPPEARANCES.

By S. C. Lambert.

[EDITORIAL NOTE.—Some advertising men studiously avoid the subject of advertisers who have ceased to appear; frequently thereby fostering suspicions of the fundamental worth of advertising which are entirely at variance with facts.

PRINTERS' INK begins herewith a consideration of "dead" advertisers which, in the present article, presents the causes of the disappearance of some well-known advertisers; and which will later examine closely the trade and financial aspects of so-called "advertising failures."—EDITOR.]

A short time after the death of Charles Vogeler, of St. Jacob's Oil fame, his widow called in a banker to look over affairs. The banker, representing the ideas of a former commercial epoch, toiled microscopically through the books, and was outraged at the items spent for advertising. He would mend that! See how much more money might have been made if there had been no advertising! He figured the publicity expenditures entirely as useless "expense," and he attempted to make the widow see it that way.

The widow had a lot of faith left in her husband, for she herself had seen millions of bottles sent away to uncounted buyers. Yet there were the awful figures "squandered" just for space in magazines and on billboards; and, besides, wasn't a banker an all-

wise man whom one shou'dn't dispute?

So it happened that St. Jacob's Oil came less and less frequently to the attention of the public. As the contracts ran out they were not renewed and before long St. Jacob's Oil, which had been known to nearly every man, woman and child in America—yes, and the world—through the tremendous force of its advertising, quietly effaced itself from American landscapes and from the magazines and the newspapers. Within a year or so all advertising had practically ceased.

St. Jacob's Oil had a splendid distribution. It could be got anywhere. The banker had said that it would sell anyhow, because everybody had come to know it so well. But the gentleman must have been forced to the conclusion that Americans were a woefully fickle-minded lot, for as the advertising had nicely ceased to bother the expense columns of the ledgers, the demand for the remedy slackened. Complaints reached headquarters from dealers that St. Jacob's wasn't going as it had. And soon, within another two or three years, the golden stream of orders had shrunk to proportions that would have driven its former proprietor frantic. St. Jacob's had become a back number.

Nor was it destined to regain its old place as a family remedy. One or two attempts were made to re-establish it by advertising spurts, and even now an English corporation, which purchased the business, is carrying on a newspaper campaign in a limited way. But, as it turned out, another concern, with a similar remedy, jumped into the advertising pages

with lots of money, just when St. Jacob's Oil had let go. The Omega Oil advertising quietly put itself into the big place deliberately forsaken by St. Jacob's Oil, and the middle-aged public is now remembering St. Jacob's as something irrevocably connected somehow with its boyhood days.

The strangest reason for quitting on record is that attributed to E. W. Hoyt & Co., Lowell, Mass., by an unimaginative New York advertising manager. Rubifoam advertising four or five years ago was one of the standbys of the magazines and the newspapers. It was always on hand from year to year with big appropriations, and it was regarded as a fixture, as much as Prudential's Gibraltar, or Ivory Soap's "It Floats." Said the advertising man referred to, who vouches for the accuracy of the story: "Mr. Shedd, who is the manager and the proprietor of the business, built up the demand for Rubifoam by advertising. All through his life he was ready to yield to advertising the major credit for the great success of Rubifoam. But two or three years ago, when he realized that he was getting old, he began to wonder what the future of his business would be. It was very near to his heart: He had worked like a slave to establish the preparation, and he had given to the task all the ability, thought and energy of his life. What, he asked himself, would become of it all? He wondered if it would ever get into rough seas; he conjured up visions of the business in hands other than his own. He didn't like these looks into the future. Then he asked himself the strangest question ever: 'Why need there be any business to worry over after I am gone?' He evidently thought there wasn't any need of it, for he told me three years ago that he was ceasing to advertise. *He didn't care to have the business live after him*, he told me.

"In its day Rubifoam advertising was remarkable. It was in the women's and the general magazines, and in a well-selected list

of daily papers. For twenty years the advertising energy was unremitting. It remains to be seen whether Mr. Shedd's intention of having no business left to live after he is gone is realized. A business of this magnitude has a tenacious vitality and, besides, its proved possibilities may easily bring men in the field to fight for its continuance."

Rumors are going around that the concern which made "See that hump?" a famous slogan is on the brink of a rather large campaign. Certain it is that its copy has for years been practically a stranger to the advertising columns. And certain it is also that at the time when the advertising ceased several years ago, the business was something that must have given its owners immense satisfaction to behold.

A man who was a factor in putting the old "See that hump?" advertising before the public was reminiscing the other day about the palmy days of the hook and eye contrivance. He was asked if he knew why the advertising stopped.

"It stopped because the owners of the business felt that advertising was no longer needed. You may not remember that the old DeLong Hook and Eye management was not the first to exploit the hook with a 'hump.' Its patent was an improvement on a former wrinkle of the hump variety. The first hook and eye with a hump had a wire projection which easily tangled itself with the clothing. The DeLong hook was distinctive in that it brought the wire around up to the bill. Well, it was this improved hook and eye which the advertising pushed. And it was pushed, I can tell you! The advertising was prominent from the late eighties till nearly or quite the opening of the present century. First, it was in the street cars as well as the magazines. The sum spent for advertising per year was close to \$100,000.

"About ten years ago the company was reorganized. The new corporation, when it took hold, saw that the hook and eye had

Announcement

The Atlantic Monthly Company announces the purchase of Putnam's Magazine.

Beginning with the May issue, *The Atlantic Monthly* will go to the combined subscription lists of both magazines.

This purchase is another evidence of the progressive policy of the present owners who aim to place the *Atlantic* in a unique position among the high grade advertising mediums of the country.

The regular rate of the *Atlantic* will be continued for the present, and the circulation of *two* magazines is now offered for the price of *one*.

The Atlantic Monthly Company
BOSTON, MASS.

WALTER C. KIMBALL, Inc.
ADVERTISING REPRESENTATIVES

6 Beacon Street
Boston

1 Madison Avenue
New York City

246 Michigan Avenue
Chicago

virtually been made a staple; its competitors had been outdistanced or disposed of by purchase. A consideration of these facts led the reorganized DeLong company to believe that advertising in its former scope could be lessened. Having practically no competition (a condition made possible by its former famous advertising), it now evidently has come to the conclusion, What's the use of advertising, when we get practically all the trade there is, anyhow? DeLong publicity has been practically nil for some time. It's been a long time since 'See that hump?' has been a leading question of the advertising pages of the magazines. The DeLong corporation is yet emphatically in the game, but I would be interested to know whether its slackening up of advertising has affected the demand as it has of some other articles that ceased to advertise."

Artemas Ward, who made Sapolio famous by advertising, and has an unusual retrospective view of advertising in the past thirty years, being interrogated on the subject of "dead" advertisers, said that he had "but slight acquaintance with the unsuccessful side of advertising," and continued as follows:

"Correctly speaking, no one fails through advertising, any more than men die through eating. It is true that by too great indulgence, or by sudden excessive attempts at swallowing, men are killed by eating; but to eat is to live, and in the same sense, to advertise is to succeed.

"This comparison can be carried further very easily. If the advertising diet is kept up, making due allowance for the age of the business, the strength of the capital, the social surroundings of the enterprise, the advertising baby that begins on milk may next be fed on homely fare, or on the product of the richest kitchens, and yet grow up to a strong, healthy maturity, enjoying a creditable reputation from Paris to San Francisco.

"But if the child is overfed; if there is not capital enough to clothe and educate it properly—

if it attempts champagne and pate de foie gras on a farm in Indiana—who will predict a future for it?

"But you ask me for some reference to some men who have failed in advertising. There are few, and, like suicides, they are soon and wisely forgotten. Some of them failed because they tried to foist a poor article on a patient public; some because they tried the get-rich-quick system, and did not measure the capacities of their own pockets; of the article they promoted; or the public desire for it. Others because they tried to sell fine silk hose to farmers, or Kentucky whisky to Scotchmen; and, alas, too many, because they looked upon advertising as a sort of miracle which would divert the dollars of the public into their own pockets without reasonable efforts and common sense on their own part. Most of the graves in the advertising cemetery are marked 'Here lies Incapacity,' but a far greater number lie in other cemeteries, men who never attempted wide publicity, whose unambitious idleness was caused by their unconscious consciousness of incapacity.

"So, let those who *will*, who *can*, who *do*, never think of advertising as a road to anything but success, if only they exercise prudence and common sense.

"Frank Siddalls succeeded greatly through advertising, but somehow lost his confidence in it before he died. George P. Rowell leaned more to the opinion that the majority of advertisers failed than I ever thought was fair, the truth being, that a far less percentage of advertisers fail than of those who attempt business without advertising.

"It is not true that certain advertising plans have failed because the founder died, and the heirs did not continue on the same road; nor is it true that advertising has failed, because the changes of life or fashion have relegated the article to obscurity. This is especially true of the medicine line, great fortunes having been made out of remedies which are now entirely superseded."

A certain man found himself

Did you ever think of trying to conserve the funds you must spend for advertising?

Here in Philadelphia many local retail advertisers have been giving the question a good deal of thought.

They've been getting out their pencils and doing a good deal of figuring and thinking.

They have had positive tests and reports by which they could tell what their rents, their wages, their light, their goods, etc., have been costing them.

But—they could not always be sure that they knew just what they were paying for advertising—and what their advertising was paying them.

Gradually some of them hit on the plan of practicing *concentration* and *conservation*.

Investigation proved to them that "The Bulletin" was read by more Philadelphians, to whom they could hope to sell their goods, than they could reach by any other method.

They've discovered that concentration in "The Bulletin" means conservation of funds and steady addition to resources.

"A copy for nearly every Philadelphia home"

PHILADELPHIA



BULLETIN

NET AVERAGE FOR FEBRUARY

287,963 Copies a day

"The Bulletin" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher.

Chicago Office

J. E. VERREE, Heyworth Bldg.

New York Office

DAN A. CARROLL, Tribune Bldg.

several years ago possessed of the rights to a fountain pen of moderate price which incorporated one or two devices that made good "talking points." The promoter had been bred to think of advertising enthusiastically; he regarded it as something by itself, an isolated entity that merely needed to be recognized and success would follow. It had never occurred to him that advertising is the twin sister of salesmanship and he embarked upon a very large magazine campaign without being advised by some kind friend that there was a vital relation between publicity and merchandising conditions.

The advertising ran for several months. The copy, though of the publicity kind, was well written. It had ginger, snap and force. The advertiser wondered why he was not engulfed with orders. He could not explain why the business showed so little increase.

One day he was telling his troubles to a friend, who asked him how well the pen was distributed. Had he taken steps to interest the dealer and to get his co-operation? The fountain pen man in some surprise said that he thought the magazine advertising would take care of such things as distribution and getting the dealers interested.

Then the friend gave the advertiser his first real lesson in modern advertising—how a great deal of work must be devoted to interesting the trade and securing distribution as well as interesting the general public. Advertising, it was explained, was only a factor, though a very important one, in a modern selling campaign.

A new and comprehensive selling plan was then and there outlined. The advertising was changed to develop trade territorially. A competent sales and advertising manager was put in charge.

A year's campaign developed an excellent business. At the proper stage the advertising in the magazines was again taken up and all the selling factors merged harmoniously into an effective promotion effort. Incidentally the

timely advice saved advertising from being charged with another "failure."

A talk with any gray-haired man who has grown old in the service will carry the younger advertising man into another world. The older man will mention the names of the "big" advertisers of other and distant days and the feats that made them men of mark in the profession. A man of this type, who was hustling in the field when advertising was bursting its shell, was recalling the methods and personality of Dr. Hemboldt, who from 1865 to 1870, made his remedy, Buchu, wonderful for the startling advertising that accompanied its selling.

It was this advertiser who saw the advertising value of the drop curtain. The story goes this way. The doctor was in Barnum's Museum one day. It flashed upon him that the space on the drop curtain was, under Barnum's management, assured of a good and steady "circulation." He asked Barnum how much he would sell a space a foot square for. The famous showman figured a moment and named a price.

"Well," queried the doctor, how much will one five feet square cost?"

Barnum thereupon raised his rates, Yankee like, for he saw the doctor was in earnest. But Hemboldt persisted till Barnum had named what seemed to him to be a prohibitive price for the whole curtain. The advertiser was game; he paid the price on the spot and had his men paint an ad on the curtain the next day. Buchu had its innings before every show. As long as Hemboldt's genius was operative, Buchu was a universal household remedy. Illness finally forced his retirement, advertising ceased and the remedy was forgotten.

And yet this concern, like some others, is sometimes quoted as an example of an advertiser who "failed"; whereas, the business stopped for natural reasons, with which advertising had nothing to do.

(To be Continued)

for
 its kind in
 extensive selling copy
 suicidal. The advertising
 was designed to increase the good
 will of the public toward an already well
 known article.

It was ADVERTISING FOR PUBLIC
 ESTEEM and it got it. The actual benefit
 has already amounted to several million
 dollars. Our plan is to fit to your business
 the kind of advertising that it ought to have.



Moral-with no apology-
 Use The Century



COLONIZING LAND BY MEANS OF RAILWAY ADVERTISING.

HOW THE MISSOURI PACIFIC ADVERTISES—GREAT WORK OF COLONIZATION THROUGH ADVERTISING—INQUIRIES DISCREDITED AS RESULTS—THE POLICY OF MEDIUMS AFFECT ADVERTISING VALUES—ADDRESS AT SOUTHWEST DIVISION MEETING, DALLAS.

By J. W. Booth.

Advertising Manager, Missouri Pacific Railway.

Until the past few years it was generally regarded by many railroad men that railroad advertising was entirely different from that of the commercial world. This impression no longer exists. The men in charge of railroad traffic appreciate fully as well as others the value of advertising as a business-getting influence, and to-day you will find just as much space and just as high-class "copy" devoted to railroad advertising as is used in any other lines.

I would estimate very roughly that railroads average \$50 cash per mile each year, and in round numbers there are 225,000 miles of railroad in the United States, making a grand total of about \$10,000,000 each year for advertising of the railroads.

Railroad advertising is divided into two general classes: the public and the ticket agent of other railroads. The latter is to the railroad just as the small dealer is to the jobber. There are over twelve thousand coupon ticket agents in the United States—that is, agents having not only tickets of their own companies on sale, but tickets to points on or via other railroads. The ticket agents of other lines have our transportation on sale, but we must not only create a demand for it on the part of the public but must keep the ticket agent constantly in touch with what we have to offer and urge him on to sell it.

To give you a clearer understanding of what this means, it is possible with the present combination of railroads to ticket business from New York to San Francisco

over fifteen thousand different routes, and, with the Western Pacific added this year, this number will be almost doubled.

The foreign ticket agent is reached through folders, circulars, leaflets, booklets and through the personal calls of our traveling representatives, who are located at



Let Your Boy Grow Up Out in the Union Pacific Country - California

Make your future home where life's a pleasure. "California" is a Spanish name that means *next door to Paradise*.

The explorers who named it did so out of respect for its climate—its sunshine—its fruit—its flowers—it loveliness in every way. Opportunities are thick on every hand in this charming Pacific Coast Country. Reached by

Union Pacific-Southern Pacific

Let me send you some of our illustrated booklets describing and picturing the region adjoining the "Road of a Thousand Wonders" and quickly reached by "The Safe Road to Travel."

Just drop a postal to me and refer to our "Future Home" ad in this publication. Address

E. L. LOWMAN, General Passenger Agent
Union Pacific & S. P., Omaha, Neb.

SOME WESTERN COLONIZING ADVERTISING.

prominent places throughout the entire United States.

And then, again, our own agents are to be dealt with, and this is one of the most important problems confronting the Traffic Department of a railroad. The Missouri Pacific-Iron Mountain has about one thousand agents who are reached through circulars, a great deal of personal correspondence and our monthly "Agent's Bulletin." It is our house organ. We carry no foreign advertising in it. It provides ads for the ticket agent to run in the local papers, puts him in possession of a knowledge of the company's affairs and arouses his enthusiasm and loyalty for the company. It is limited solely to railroad news, and we have found it a most profitable publication.

I wish to direct your special attention to the importance of railroad advertising to the community and its benefits to all the vast interests in that community. There is no section of this great country that can better attest the value of railroad advertising than the State of Texas. The Southwestern lines have in the past decade spent fortunes in advertising Texas in all parts of the country. I dare say that there is not a person in any other state that this advertising has not reached frequently and emphatically in that time. There need be no guess at the result—it lies before you, in the startling progress of Texas.

Have you ever thought of the absolute unselfishness, if you please, of railroad advertising? Imagine, for instance, a retail merchant moving out into a very sparsely settled community, spending money in the thickly populated sections in advertising the fertility of its soil, the advantages of its climate, etc., then employing an

immigration force to call personally on prospective settlers, introducing them to the real estate dealers, issuing thousands of dollars' worth of printed matter boosting the community, paying Uncle Sam no inconsiderable sum for postage, employing a vast force of clerks to mail out the literature, and doing everything in his power to make the sale, even to granting special rates on his goods to homeseekers while investigating and, finally, assisting them in locating and building up their home, in order that he may finally have customers for his store. Yet this is exactly what a railroad does.

A moment's thought will bring home the value of this. More people in any community means more raw material, more factories, more experts and more income. Nearly every town has its increased population club, its business men's league or commercial club, but the best way to build up a city is first to build up the

During March, April and May the citizens of New York, Boston, Philadelphia and Chicago will sit up and take notice of some startling articles on "The Police Question" which are appearing in the

METROPOLITAN MAGAZINE.

If you want to reach these citizens the magazine offers good space.

community around it. The up-building of the town or city will surely follow.

The advertising manager for a shoe house, for instance, knows about his own products—shoes. Of course, he must know the advertising business, know the best mediums to use and have the ability to produce "copy" that will sell goods; but with the railroad representative he not only must be well acquainted with the article which he aims to sell, viz: railroad transportation, and possess

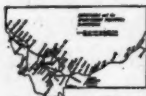
stant touch with commercial clubs throughout our territory.

Supposing that the advertising department of the Missouri Pacific-Iron Mountain is instrumental in the next year in locating in each of the states to which we attempt to attract people, viz, Texas, Louisiana, Arkansas, Missouri, Kansas, Oklahoma, Colorado and Nebraska, 100 families from such states as Ohio, New York, Pennsylvania, Indiana, Michigan, Illinois, Wisconsin, Dakota, etc., and then considering the people that will follow them into the Southwest—who can compute the ultimate value to the community?

Representatives of some of our best publications in the Southwest are constantly soliciting us for our homeseekers' advertising. We contend that this advertising can be placed with much better profit to all concerned in foreign territory; that is, principally the thickly settled portions of the United States to the north and east of St. Louis. Even then there is the same problem as to what are the best mediums to use. Some will tell you the daily paper, others farm papers, and still others the household publications. My own opinion is that the daily paper is the best single medium, unless the funds are so large that you can use practically everything in sight.

A railroad cannot be made in a day. It is the steady, persistent effort that finally brings results. The large number of publications that could be used, and the fact that a very small percentage of readers can be interested, make it prohibitive to use full pages. Comparatively small ads are the rule, therefore, and it requires possibly a greater skill to make the ads attractive than the larger ads, because of the limited space and the tendency to overlook them on account of the larger ads.

There is just one more point to which I wish to refer, viz., the value of inquiries. We, of course, key our ads as far as possible, but after studying the matter closely, I am inclined to think that one of the biggest "bunco games" that



Keep Your Eye on Montana

Twelve Million Acres of land with a present population of about three hundred thousand.

①The Northern Pacific Railway has 1,000 miles of track and branch lines in Montana, to which will be added another 1,000 miles of track in 1910. (CONVENTIONS are an easy way to get to Montana—just stop at the nearest station and you are on your way.)

②Ask for one "Opportunity" book about Montana at the Northern Pacific Station, describing the state and telling what you can do in various ways along the "Great Highway" through the land of fortune.

③The Northern Pacific Railway Company has lands for sale in the northern states along its line. The price is low and the terms are easy. The land is fertile and the climate is healthy.

Northern Pacific Railway

"The Great Highway through the Land of Fortune"



the necessary ability to produce business-getting "copy," but he must be well informed about all the vast business interests represented in the community which he is advertising. Take, for instance, the great Southwest: He must have a knowledge of the soils and crops in all these great states, the advantages of the climate and a vast amount of information almost too extensive to relate. You would be surprised to see the numerous letters received by us asking all manner of questions; some want to know where there is a good location for a newspaper, or a doctor, a dentist, shoe store, a grocery store and practically every form of business. We are in con-

④Which means plenty of room and money!

⑤Ask the big "Opportunity" book in the paper of the Great Northern Railway of the Northwest, where "Opportunity" is waiting for the eyes of the world to see and where money, abundance and its numerous friends, where business is growing and where success is waiting for those who will take it.

⑥The Northern Pacific Railway, in Montana, has 1,000 miles of track and branch lines in Montana, to which will be added another 1,000 miles of track in 1910. (CONVENTIONS are an easy way to get to Montana—just stop at the nearest station and you are on your way.)

⑦Ask for one "Opportunity" book about Montana at the Northern Pacific Station, describing the state and telling what you can do in various ways along the "Great Highway" through the land of fortune.

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has been pulled off on advertisers is that of valuing the advertisement by the number of inquiries, especially in the railroad field. For instance, say we place an advertisement on Mexico in one of the first-class magazines. A gentleman up in Ohio reads this, and the chances are that if he has had brains and ability to have attained a financial standing which will permit him to take frequent trips such as the one in question, Mexico, he is not likely to sit down and write for information. He will go right down to the ticket agent, purchase his ticket and go to Mexico over our line, and we may never hear of it; whereas, a school child will sit down and, in answer to that advertisement, write for information, and we will send him one of our Mexico books, and a long typewritten letter about the merits of the trip, when possibly the child will never go beyond the confines of its own city, and yet, to be perfectly honest in this matter, who knows but what this book sent to this child will fall into the hands of somebody and be the means of directly influencing him to take the trip? But the point is this: Companies having their goods on sale generally throughout the United States cannot look for many inquiries as a result of their advertisements, and the fact that they do not receive many is not necessarily a proof that the advertising has not done good.

Summing it all up, it seems to come down to the ability of the Advertising Manager to thoroughly analyze the situation and use mediums which in his opinion are best calculated to do the work. I believe it is foolish to lay any particular value upon an advertisement that has brought a large number of inquiries under conditions such as we advertise; but, on the contrary, we cannot condemn another publication because an advertisement in it has brought very few inquiries.

If the buyers of advertising in this country will use the means at their hands as they should be used, viz., the use of proper mediums for advertising their business, and will construct their "copy" along

the most pleasing lines, they will do more than any other influence to banish the objectionable publications. An advertiser appealing to the good-will of the reader cannot have his advertisement appear in a publication not pleasing.

The buyer of advertising has come to the point where he is considering something more than mere circulation. The quality of that circulation counts. The medium that reaches the best people is most to be desired, as the

There's room for every farmer on the continent in the new lands of The Great Southwest

It's a deep-soil section, which requires merely the fertilization of labor and intelligence. There isn't a month in the year when some crop can't be grown. Southwest farms often pay for themselves in single seasons. They grow onions and tomatoes that sell as high as \$300 an acre--cotton that runs a bale an acre--alfalfa so luxuriant that as many as five crops can be taken off the same ground annually.

Some sections produce cane; others are ideal for fruit raising; oranges flourish on the Gulf Coast. Men get wealthy and stay healthy in a climate that never breaks and which never reaches great extremes of either heat or cold. There are good schools for children; conveniences and comforts in nearby towns.

Let me send you free some interesting books about the Southwest. They will inform you of opportunities waiting for you there and will open your eyes to new possibilities. Write today for literature describing all the sections you are most interested in. Low cost Success Seekers' Excursions free and paid Tuesdays of each month.

JOHN SEBASTIAN, Passenger Traffic Manager,
65 La Salle Street Station, Chicago or 100 Fifth Avenue, N. York.

Rock Island-Frisco Lines
and Chicago & Eastern Illinois R.R.

greater proportion of its readers are liable to develop into customers. Therefore, the newspaper man editing the best paper—the paper patronized by the advertisers who keep him in business—will be the one whose paper will live and whose paper will succeed, so that advertising men who perform their duties to their company as they should will not only secure results for their company, but will confer benefits almost without number upon their community in the elimination of many undesirable publications.

HUMAN LIFE, MARCH, 1910

IN RESPECT TO OUR RECENT IMPROVEMENTS

WITH this issue *HUMAN LIFE* completes its first five years of successful growth. From the humblest of beginnings in April, 1905, we have reached our present high standard of excellence through honest, conscientious endeavor and unremitting toil. The effort for improvement has been not only along editorial lines, but as well in the mechanical processes which play so important a part in the production of an attractive, high-class publication. The success which has been ours has been far beyond the most sanguine hopes of the founders, and has proved that *HUMAN LIFE* is a magazine that appeals to reading, thinking American people.

The growth of circulation has been so fast that the successful printing of our publication has been a constant and increasing problem. For a long time we have been obliged to divide the printing between two large plants in the endeavor to get our publication out on time. Even in this way it has proved impossible to get as many copies delivered daily as our circulation demands, and the result has been that the quality of our printing has not been up to the standard that we are bound to have.

Beginning with this, our March issue, we are pleased to say that arrangements have been completed with The University Press, Cambridge, to print our entire magazine. There are no better printers in the country. The University Press has one of the largest and most complete plants in America. In addition to its present equipment the latest and most modern magazine presses will be added in order to take care of our increasing circulation and turn out our magazine on time.

In addition to improvement in the printing of our magazine we have, with this number, used a superior grade of coated stock on our covers, which has made a distinct improvement in the appearance of our publication.

HUMAN LIFE, MARCH, 1910

IN REGARD TO OUR EXPIRATIONS

UP to January 1, 1908, the Post Office Department had no special ruling as to the length of time a magazine might carry a subscriber after the time for which his subscription was paid. The ruling said "A reasonable length of time." Some publications would carry a subscriber several months, and in many cases one, two, and even three years. On January 1, 1908, the Post Office Department passed a ruling which compelled the magazine publisher to cancel all subscriptions that were not renewed within four months of their expiration. From the time of that ruling to the present day HUMAN LIFE has carried expired subscribers four months. We did this with the idea in view of giving every one a chance to renew their subscription without the necessity of missing a single number of the magazine. Beginning with this number, however, we are adopting a new rule with regard to expirations, and that is that every subscription will be cancelled when the time for which it has been paid expires.

If your subscription expires with this, our March issue, and you desire to continue as a subscriber, it will be necessary for you to send in your subscription in advance in order to secure the April issue. We have no desire to shut off anyone who desires to have HUMAN LIFE and is willing to pay for it, but we are believers in quality in circulation as well as quantity. In other words, we prefer 250,000 paid in advance subscribers netting us our full subscription price of one dollar per year, to half a million or more put on through clubbing arrangements or at most any old price.

We have always been of the opinion that the same amount of money and energy which might be put into securing circulation by means of schemes and reduced prices could be put into the betterment of the publication, which would in itself secure the desired circulation. This plan of sending the magazine only to subscribers who have paid the full price for it in advance means a better magazine editorially and mechanically, and it means delivering to advertisers the very highest class of circulation in this country.

THE STATUS OF TRADE-MARK PROTECTION.

LAWS INTERPRETED FOR BENEFIT OF CONSUMER AS WELL AS ADVERTISER—THE MEANING OF "DESCRIPTIVE" TRADE-MARK LIMITATIONS—CHANGES ADVOCATED IN LAW—BENEFIT OF PRESENT REGISTRATION SYSTEM.

Contrary to the popular understanding, trade-mark laws really exist in this country for the benefit and protection of the public, or, in other words, the consumers. Too frequently producers seem to think these laws are for their advantage only, whereas, as a matter of fact, their interests are only of secondary consideration.

To illustrate. Suppose the doctor prescribes a certain kind of wine, "Carnation" brand, to improve the health of Mr. Jones. "Carnation" brand wine may not be expensive, as wines go. It may not even be, perhaps the best wine for the money in most people's opinion. But it suits Mr. Jones' constitution exceedingly well. He tries it and shortly his general health begins to show a marked improvement. Then a rainy day comes. Mr. Jones does not dare to go to his wine dealer in the sloppy weather. He sends his valet.

Now suppose there were no trade-mark laws, at least none like the present ones. It might then happen that there was a "Coronation" brand of wine, furnished in approximately the same wrapper and bottle as the "Carnation" kind. The dealer might make a much larger profit on the "Coronation," so he would be tempted to deceive the valet into buying it, and the latter, not detecting the slight difference in name, might take it. In consequence, Mr. Jones' health would be likely to get a decided setback.

It is to prevent just such happenings that the trade-mark law is constituted as it is. When once there is a "Carnation" brand of wine, no other brand as near "Carnation" as "Coronation" is al-

lowed to be registered. Not only similarity in sound, but similarity in meaning is thus ruled against—and all for the benefit and protection of the consumer. The manufacturer of "Carnation" wine wasn't hurt a bit in the Jones' incident. On this basis, the "Iwanta" biscuit was turned down because, with a limitless wealth of other names at their disposal, its makers had chosen something dangerously near "Uneeda," a brand already trade-marked. It was done for the protection of the housekeeper, the consumer again, not for the protection of the "Uneeda" people. Yet it is surprising how little that fact is generally appreciated.

In giving his decision in the "Iwanta" case, Judge Lacombe, who is undoubtedly one of the ablest of our federal judiciaries ever called upon to make trade-mark precedents, referred to the mass of testimony offered him by the defendants to show that dealers had not for a moment mistaken the "Iwanta" brand for the older "Uneeda" brand. He said: "It makes no difference that dealers in the article are not deceived. No one expects that they will be. *It is the probable experience of the consumer that the court considers.*" How inconsequential does that ruling show the interests of the producers, and even the interests of the retailers, are considered by the lawmakers and the courts!

There is another common misunderstanding in connection with the trade-mark law. It is a matter of common knowledge, for instance, that it prescribes as un-registerable all words which may be taken to be descriptive. Yet there are many notable instances of an exceptional nature. The situation as regards descriptive words has been aptly summed up in the following sentence: "Words which are merely suggestive of the qualities, ingredients or characteristics of the articles to which they are applied, but do not accurately describe them so that men of ordinary intelligence would not recognize them upon having seen or heard the words

Why Don't You Sell to Farmers?

The most sagacious general advertisers *are* going after their trade.

The seven million farmers' families in the United States are to-day buying *luxuries* that even a good many city people can't afford.

The farmers *can* afford—and *are* buying—for they got over nine billions of dollars for their farm products in 1909.

The *best* way to reach the *best* farmers is to advertise in

The ORANGE JUDD WEEKLIES

The acknowledged leaders of the weekly farm press, which are read by the most intelligent, prosperous farmers, who *demand* advertised, trade marked goods of their dealers as well as buy by mail from direct advertisers.

Orange Judd Farmer covers the Central West; American Agriculturist, the Middle and Southern States; New England Homestead, the New England States. 305,000 circulation weekly guaranteed.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

applied, constitute valid trade-marks."

The line between words which suggest and words which describe will be seen to be finely drawn when it is learned that the following trade-marks have been registered without objection upon the part of the patent office, and sustained by the courts as complying with the strict requirements of the law: "Elastic" bookcases, "Anti-Washboards," "No-To-Bac," "Sliced Animals," "Insurance" oil.

No one feels much uncertainty as to the real characteristics of these products. Thus we can imagine what "Elastic" bookcases are, without ever having seen one and although there is no description of them. There is only suggestion, for in a strict sense they are not "elastic." Certainly they are not elastic in the sense that rubber is elastic. "Elastic" rubber-bands would certainly not be a valid trade-mark. It would be really descriptive.

The reader or hearer must call upon his imagination for a description of "Anti-Washboards," to be sure, yet he has a very definite idea of what they must be like. He may well imagine that "Sliced" animals means toys cut in a certain way. But "Sliced" animals might mean wooden animals cut crosswise, diagonally or horizontally, so that the word "sliced," in this connection, is not definite enough to be a true description. It is simply a suggestion. "Sliced" tomatoes would be unregistrable.

On the other hand, there is a certain secondary protection which the trade-mark laws do give the producers. It is not to be overlooked. Just a word on that score.

From time to time, divers suggestions have been advanced for changes in the trade-mark law, although the 1905 law is probably about as nearly perfect as anything we are likely to get for some time to come. One of these changes has been urged by certain members of the United States Trade-Mark Association. Their suggestion is that the trade-

mark laws be so amended as to make them analogous with our copyright laws. In other words, it is urged that all arbitrary power to rule upon the propriety of proposed trade-marks, provided, of course they are applied for in the prescribed manner, be taken from the patent office. It is suggested that it be no longer the concern of the commissioner of patents whether he is allowing the same trade-mark for the first, second or hundredth time. They would have him register and date any and every trade-mark and leave all questions of conflicting claims and rights to the courts to settle.

It is to be doubted whether this change would bring the benefits which are looked for. In refutation of it, it has been said that it would allow any and every unprincipled producer to take advantage of the trade-mark prestige of the legitimate producer, the first man to register the mark in question, who could not stop matters until he could get a suit against his competitor or competitors through the courts, or, at least, not until he could obtain an injunction; and it must be remembered injunction hearings are not speedy. In the meantime, the legitimate producer's unfair competitors might be making a fortune at his expense. Such would undoubtedly be the case. But it is unquestionably so even now, under the present law, which really offers no better protection against unprincipled competitors. But it is not, however, so much that the legitimate producer fears the unprincipled imitator as it is that every producer fears he himself may be an innocent imitator, unless the trade-mark laws assure him to the contrary. The legitimate producer can get triple damages under the 1905 law from the man or men who attempt to poach upon his trade-mark. But even triple damages are generally considered an inconsequential matter. To be able to speedily and surely put a quietus upon every illegitimate trade-mark rival is far more important, as a rule.

This country is a large one.

There are many innocent trade-mark infringements. A man in Maine, for instance, happens upon what he believes would make a good trade-mark for his new brand of coffee. But he does not want to go to the great expense of having wrappers lithographed and of advertising that trade-mark, if he may then find that another man, of whom he has never heard, a Californian perhaps, has been using the same trade-mark upon his coffee for the last quarter-century and can force him to quit. Yet a universal trade-mark registration provision, such as has been proposed, would make just such a thing possible, even probable, if instituted. That being the case, the American business man is quite contented, as a rule, to be able to apply to the commissioner of patents to be allowed to use a certain trade-mark, to have him publish the latter in the Patent Office Gazette for four consecutive weeks, where "he who runs may read" it, and then to have it allotted to him in such a thoroughgoing manner that, in all probability, the courts will all uphold him in his right to it. He is then ready to spend money advertising it.

The average producer does not go to Washington hoping to be granted the right to a trade-mark which he knows or suspects is questionable and which would involve the rights of others. He rather goes to Washington asking: "Is there any good reason why I cannot use this trade-mark?" If there is any good reason why he should not use it, he wants to know of it and at once, so he can save time, energy and money by not exploiting it.

The time may come when further changes in the trade-mark law may be advisable, but a careful test of the trade-mark lawyers' opinions seems to show that the law is in general quite as satisfactory as can be asked. As for its interpretation in the patent office and in the courts, that is another thing.

An Industrial Exposition is being planned to be held in Detroit June 20th-July 6th.

Quality Quantity Guarantee

When The Ladies' World says, "We guarantee 500,000 circulation—95% paid," the advertiser *knows* that statement is exactly true.

Honesty inspires confidence, and The Ladies' World is proud of such confidence.

However:

If we should say that our circulation is *only* "500,000—95% paid," it would not be exactly true.

The advertiser who uses the May Ladies' World will get nearly a half-hundred thousand in *excess* of our guarantee of "500,000—95% paid."

The above guarantee coupled with the *established high quality* of The Ladies' World offers a buy that cannot be equalled.

If the advertiser of goods for Spring, Summer or all-season-round wants to get the attention of 550,000 buyers he should get his copy in at once.

May forms close March 12th.

THE LADIES' WORLD

NEW YORK

Pen or Telephone?

WHETHER the woman you seek to interest reaches for pen or telephone after reading your advertisement is a matter of importance to you. The dealer who is requested over the 'phone to supply a new article is more than half won as a handler of that product.

Provided that it be made clear in your advertising that you seek to do business direct, this magazine can make for you the maximum number of sales per dollar expended. But to the proposition which aims to market through regular trade channels, we offer the direct pressure on the dealer of 300,000 family purchasing agents.

There is no waste to this circulation.

Present rate \$300 a page.

GOOD HOUSEKEEPING MAGAZINE

The Phelps Publishing Company

 New York • Springfield, Mass. • Chicago

into a huge vat of boiling caustic soda, where they are churned until the skin comes off. This collection of lye-covered peaches and bits of skin is then washed through four waters until all of the skin and the lye is gone. While this process is creditable on the score of cleanliness, the violence of the method naturally deprives the peach of its flavor. The advantage to the packer is that it is cheaper to let lye do the skinning; furthermore, the best class of peaches need not be used.

Now, Hunt Brothers maintain that the peaches should be carefully peeled by hand, and that the fruit should be of uniformly good quality. The lye-users are not obliged by the United States Pure Food and Drugs Act to specify its use on the label, but Hunt Brothers maintain that right packing demands more particular methods in order to conserve the flavor and original quality of the fruit.

Hunt Brothers frankly announce that they put up fruit in three grades—Staple, Superior and Supreme. In order that the consumer may recognize each brand instantly, and in order to prevent any grocer from substituting, the California firm has caused their Staple brand to be put up in cans with blue wrappers, the Superior brand in white wrappers and the Supreme brand in red wrappers. On each label is a specific mention of this color scheme. If the consumer reads the label she will immediately understand what grade she is getting.

Hunt Brothers pack not only peaches but also apricots, cherries, pears, plums, grapes, blackberries, raspberries, strawberries and apples. Each brand, as is stated, is clearly labelled as to its grade. Packers who have clung to old methods have kept their eyes on Hunt Brothers in a manifestly uneasy frame of mind. Some of them would have gone far to have kept under cover some of the tricks of the trade. Substitution of one grade for another has heretofore been so easy that at times temptation for greater profits has been greater than could be borne.

Incidentally, J. H. Hunt is se-

curing for his firm a good deal of advertising for which it does not pay. His stand, far in advance of even the Pure-Food law, has brought him into the limelight of public attention, and he is receiving a good deal of complimentary notice in periodicals which have taken part in the Pure-Food campaign. The trade is now wondering just how far Hunt Brothers' example will have to be followed by other packers and canners who have used the lye process and who have mixed up their grades with the convenient forgetfulness of whether the fruit was picked from the tree at just the right time or picked from the ground after the wind had stripped the tree.

JOBBER TURNING TO PRIVATE BRANDS.

"Our life to-day is in our private brands," said J. W. Cooper, vice-president and sales manager for Griggs, Cooper & Co., wholesale grocers of St. Paul, in an address at a recent meeting of the St. Paul Sales Managers' Association.

In illustration of the results which come from the persistent pushing of a certain brand, Mr. Cooper told of the growth of a business now located in Minneapolis which was started twelve years ago in Grand Forks, N. D., by two capitalless young men who enlisted the co-operation of an advertising firm.

They conceived the idea of establishing a market for a certain brand of cereal product. They took a product which could be obtained at any mill, put it up with their name on it and advertised it thoroughly. They put a blanket price on the article, higher than it could be purchased in bulk. Soon after they started they had to seek larger quarters and came to Minneapolis and have made several fortunes out of their idea. The advertising experts were enlisted through the promise of a portion of the profits of the business.

J. N. Jackson, of Lanpher, Skinner & Co., said that the time has come when the merchants who conduct their business by pushing a private brand are going to win out among their competitors.

"Advertising a private brand of hats, for instance," he said, "has brought better returns not only to the merchant, but to the jobber and manufacturer. It has the effect of pounding one thing constantly into the minds of the public in distinction to generalities.

"St. Paul firms spend upward of \$500,000 a year advertising private brands of goods direct to the consumer, and if any outside concern wants to get business in this territory, he must spend at least this much to get the business enjoyed by the local merchants."

Your Last Chance

Exactly one week from the date of this issue of *Printers' Ink*, a new advertising rate of *The Christian Herald* goes into effect.

This week is your last chance to secure space at the old rate of \$1.25 a line for a guaranteed all-home circulation, in excess of 300,000 copies weekly.

To hold this low rate up to November 1, 1910, the first insertion must be in the issue of March 30th, which means that your order must be received on or before March 16th, the closing date.

Bear this fact in mind: Last year *The Christian Herald* circulation was guaranteed to be over 200,000. The actual average was 233,345. With the circulation of the *Home Herald* added, the *Greater Christian Herald* offers the advertiser at the old rate of \$1.25 per line, what is probably the biggest value in advertising space to-day.

Since you are going to use *The Christian Herald* soon, why not save 20 per cent. by doing it now.

But you have only a few days in which to get in your order. Better dictate it as soon as you read this. Remember: *Time's up on March 16th.*

OTTO KOENIG

Bible House, New York

Chicago Office,
Marquette Bldg., O. McG. Howard.

Boston Office,
Charles Dorr, 6 Beacon St.

THE "PREMIUM" WEAKNESS IN HUMAN NATURE.

EXTENT OF THE PREMIUM PLAN OF SELLING AT PRESENT—30 PER CENT INCREASE LAST YEAR—LARGE FIRMS USING THEM—PRACTISE OF TIME-LIMITATIONS ON COUPONS DYING OUT—THE STAND-BYS—TRADE OBJECTIONS.

"Something for nothing!" Humanity has been accused of hankering after it from time long forgotten. Brave business houses have defended the dear public from the imputations of this weakness only to be later obliged to admit from business experience that the adage has become a sort of twin-truth to the law of supply and demand. Perhaps Eve started it with her apple premium—who can tell?

If a woman, who has been using John Doe's Soap anyway, finds that she can save coupons which come with that soap and thereby furnish her home, it would be a difficult task, indeed, to persuade her that she is not getting something for nothing. As a matter of fact, she isn't, and yet she is—and there you are!

Regularly the objection is heard, in certain quarters, that the day of the premium has passed, that it has been worked to death, and thus is no kind of a business proposition any more. But those who say that are about as far astray from the truth as they could be. It is no exaggeration to say that the premium "plan" was never worked so extensively, and, at the same time, so successfully, as to-day in this country.

Manufacturers, whose goods have never heretofore been used for premium purposes, are constantly dabbling and experimenting with the plan, for those who buy premiums from them are wholesalers of the biggest type, almost without exception. It pays to trade with them, and they are usually quoted prices considerably beneath those given ordinary wholesalers. The International Silver Company, for instance, has one whole department, one of its

largest, given over solely to the manufacture of premiums.

There is no telling what will not be used next as a premium. It will probably seem like a joke to many, but it is a fact, that the American Tobacco Company is now redeeming coupons given with its Brotherhood Cut Plug Tobacco, with artificial arms and legs. The American Tobacco Company is a knowing business house. It does not rush into new schemes which do not offer good prospects.

This idea was inaugurated with the first of the year. The company to-day is getting in touch with thousands of men who have lost arms and legs. Agents of the company not infrequently approach men on the street and interest them. Usually the latter are given a non-transferable certificate, good for about 500 coupons, as a starter. The limbs are specially made for individuals by experts. Who can tell if the time is not at hand when false teeth and wigs may be procurable by the premium system?

Manufacturers whom one would least suspect are becoming converts. The Colgate Company, for instance, is said to receive 50,000 premium coupons a day. The Detroit Cleaning Powder Company is offering watches, fountain pens and the like. Its endeavor is to get janitors and superintendents of buildings to requisition its cleaning powder. A large belt-dressing concern is doing practically the same thing, and with a similar object in view. A brewer is offering cut-glass and general household articles. The same is true of a big varnish manufacturing concern. The Cudahy Packing Company, which perhaps might not be thought of in this connection, is in the premium circle, too.

The most pronounced movement in the premium world is the adoption of the system by the daily newspapers, almost without exception. When the Brooklyn *Eagle*, for instance, takes up with premiums it may be taken for granted that they are worth while. And yet the *Eagle* is only one of the large newspapers which have done

so. The Philadelphia *Press*, the New York *American*, Chicago *Record-Herald* and a great many of the best newspapers use premiums. Many stand ready to furnish anything in the premium line, from a frying pan to a mission clock, to subscribers. And this is without making any mention of the magazines.

Men who make premiums their business were reporting 30 per cent more business during January than a year ago. The practice of giving premiums has undergone a decided change for the better in the last few years. The time was when little or no attempt was made to reach the moneyed classes. But, of late years, the general character of the goods has been raised, consequently, the class of those who strive to get them. Some millionaires' wives are to-day quite as much premium enthusiasts as laborers' wives. Go into one of the stores of the United Cigar Stores Company and

note the class of men who make a point of specifically asking for premium coupons, if, by chance, the latter are not offered them by the clerks. There are among them some of the best dressed and most prosperous of our citizens. "The time has come," said Charles P. Holland the other day, who, as a manufacturer's agent, is closely in touch with the premium situation in New York, "the time has come when the saving of coupons is no longer a fad, practiced by a few, but a habit which is becoming well-nigh universal."

Notable examples of the class of goods which have of late been used as premium lines can be cited. One is the Gillette Safety Razor, and another Young's Hats. Rogers' silverware and Elgin and Waltham watches are widely used as premiums now. These are all products of the highest grade. When a New Yorker found, as he did last summer, that he could get a \$3 Young's hat by saving

THE GEORGE L. DYER COMPANY

42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency
Philadelphia and New York

Newspaper, Magazine, Street Car
and Bill-board Advertising
Business Literature
Publicity and Merchandising Counsel

the coupons on less than \$3 worth of first-class goods, goods which he was consuming every day anyway, it certainly did "look good to him," and the concern which made the offer did a land office business. Nor did Young's Hats fall into disrepute one least bit because of being used in this way.

The practice is fast dying out of putting time-limitations on premium coupons. Formerly Mrs. Jones might labor for months to gather together enough slips to get some premium which had struck her fancy in the catalog, only to find that the offer was withdrawn just the day before she obtained the prescribed number. Nowadays the practice is well-nigh universal of making premium offers perpetual, wherever possible. For that reason, manufacturers are more than ever particular about the goods they select, for they realize that, once on their list, these premiums cannot easily be withdrawn. Staple articles are, therefore, the most common because they last year in and year out.

No attempt is made to limit the premiums to the kind which one sex uses. The tobacco companies have more articles which appeal to women on their premium lists than those which appeal to men. Vice versa, the Great Atlantic and Pacific Tea Company, which, by the way, has 325 stores and 3,000 wagons, all doing nothing but premium business, offers quite as many premiums which appeal to men as those which appeal to women. It is found that it is the popular practice for one sex to save up coupons and get premiums to give to the other sex.

The large manufacturers who use premiums will be interested in any largely-advertised article as a premium proposition or any staple article of high grade. But the old stand-bys have been—and probably always will be—jewelry, especially in the form of rings; flat silver, leather goods, cut and pressed glass, clocks, furniture, lace curtains, skates, watches, fountain pens and enameled ware. One would be surprised upon

learning the number of wedding rings which the Arbuckle people give away weekly with their coffee. It runs 'way up in the thousands. One house alone, during the year 1909, gave away over \$75,000 worth of lace curtains.

Sometimes a manufacturer runs up against unexpected difficulties in premium plans. Some years ago the H-O Company thought it had hit on a remarkably fertile scheme. It said to users of H-O, present and prospective: "If you will use H-O, we'll use our wholesale buying power to your benefit. Anything you want from jewelry to pianos, we'll buy for you, under our premium conditions." But soon after it was announced and consumers were flocking into the scheme the dealers raised a great noise, and the H-O, with sorrow, killed the plan.

There is always one strong point about the premium system, a point which many producers who do not use premiums may not recognize. It is the fact that payments are received for all premiums before they are sent out. There is absolutely no financial risk. In this one particular, at least, premiums are better than advertisements, inasmuch as the latter have to be paid for, or contracted for, before any results materialize from them. Upon this basis the premium system has been referred to as being one of the cheapest and most potent forms of advertising to-day. But like everything else that is offered to consumers, it has got to be well advertised itself, or it will not "draw."

WHERE HE GETS HIS DATA FOR "DATA BUILT CAMPAIGNS."

MAHIN ADVERTISING COMPANY.
Data Built Campaigns.

CHICAGO, Feb. 23, 1910.

Editor of PRINTERS' INK.

I had to send out this week to get a copy of last week's PRINTERS' INK. What would be the price of twelve or fifteen subscriptions to PRINTERS' INK, as I certainly want every man in our office who sells advertising space to read PRINTERS' INK regularly.

WM. H. RANKIN,
Vice-President.

If you were asked to name five or six of the oldest adver- tised brands

of goods, would it occur to you that
"1847 ROGERS BROS." silverware was
among them?

☞ Do you know this famous trade
mark has been persistently, consist-
ently advertised in publications of
quality since 1892 with scarcely a
month's lapse in any one of them?
That it was freely advertised as long
as 50 years ago?

☞ Such faith in trade mark value—
such faith in advertising—has de-
veloped and maintained the largest
silverware business in the world!

☞ The makers of "1847 ROGERS BROS."
silverware sell more every year than
the output of all other American
companies combined.

In 1847
Lincoln
Entered
Congress

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)
MERIDEN, CONN.

THE NEW YORK HERALD

carries more automobile advertising than any other New York newspaper—frequently more than all of them together.

Why not? The Herald's readers are the thrifty, well-to-do, enterprising people of the community. They are able to buy automobiles or anything else that appeals to them. Advertisers everywhere know this.

Take Real Estate. The man or woman who reads the Herald's Real Estate announcements is aware of practically all that is offered in that line.

No other three papers in the city can together give him or her such complete information.

The Herald's Easter Number will be issued on Sunday, March 20th. It will have special features and will be of even more than usual value to advertisers.

THE "ADVERTISING ANARCHIST" ANSWERED.

HIS CRITICISMS VERY SIMILAR TO THE NEGATIVE DOCTRINES OF ANARCHY—PRICE NOT ASSOCIATED DIRECTLY WITH ADVERTISING A DISTRIBUTIVE ECONOMY—ADVERTISING THE CONSUMER'S CHEAPEST QUALITY INSURANCE—LETTERS FROM READERS.

Two weeks ago a Hartford grocer gave advertised goods a severe dressing down. He said they all asked more at retail and at wholesale than the price of a similar or better quality of a brand unadvertised and even untrade-marked. In other words, he is entirely skeptical of advertised goods, and is sure the consumer pays more for them than he need to, were it not for the added cost of advertising.

All this is plain "anarchy." The grocer is in revolution against the established order of things, and his case is pretty much identical with the Nihilist who argues that government is a rank oppression and a heavy, unnecessary expense. He pooh-hoos at the protection of mutual interests, the safeguarding of the individual citizen, and can't see government in any light except that of an expense and extortion which could be saved if there were no government.

In fact, so exactly similar to anarchy is the doctrine of the Hartford retailer that what he evidently desires to see happen (the stoppage of advertising) is open to exactly the same fundamental objections as the stoppage of government.

There must be *standards* in merchandise, quite as there must be *laws* marking the dividing lines of individual liberty and conduct. These standards, to be effective, must be *known*. Not known merely by retailers, or wholesalers or manufacturers, but by the people who in the last analysis lose or gain most by standards in merchandise—the *consumers*.

Now, to assert that the quality of goods advertised is lower than

that of goods not advertised is, of course, the purest nonsense. It is too easily proved to make the attempt that the majority of great internationally famous quality manufacturers in almost every line are advertisers. Just because a fine concern, which has built up a big volume of business by many years of quality selling begins to advertise, that does not alter its quality or the price at which it sells. When Disston Saws started to advertise recently, that did not deteriorate their already known high quality or raise retail price. The foolishness of a general assertion that advertised goods are lower in quality usually than non-advertised goods is thus easily demonstrated.

A more debatable point is the matter of price. The Hartford retailer's prize example is Royal Baking Powder. It is said on such authority as Francis H. Leggett & Co. that there is baking powder of quality, fairly similar to Royal, to be bought as low as \$2.60 per dozen pounds. Therefore, in this exceptional case (and no one familiar with the baking powder market doubts that baking powder is in a class by itself) the Hartford critic is right, so far as price and quality go.

But before leaving this individual case for the more important general principle at stake, let it not be forgotten that buyers of Royal get more than just baking powder. They get *protection* and *uniformity* in a line of goods notoriously infested with deception and impurity. It is worth quite as much as one-third in price to have the means of identification of a stable standard, both in the powder itself and in the size of the can.

Our Hartford friend does not seem to see that the only difference between Royal and the "just-as-good" brand he can have put-up is that the public knows and has confidence in Royal, whereas it has no means of knowing the other. Why doesn't the retailer brand his just-as-good article and *make it known*? The way is open to him as it was to Royal. If the public had as much con-

fidence in "just-as-good" retailers as it has in advertising manufacturers it would buy the non-advertised brands. Why doesn't it?

Now, however, to the main argument. Advertising ranks exactly in the same bookkeeping column with cost of sales force, office staff and postage and letter-heads. Nobody ever howled that the stamping and stenciling of advertising on the wooden boxes in which goods are shipped was an expense which raised price or reduced quality. Nobody has ever compared the quality and prices of concerns which did with those which did not maintain sales departments. You have got to go out and *tell* and *show* people what you've got, after you've made it. That's why nobody has ever worried over the millions and billions of dollars spent to employ and maintain personal sales-staffs, with their luxurious railway, hotel and "entertainment" expenses.

When it is possible to use Uncle Sam's wonderful mail service at two cents per ounce and one cent per pound to transport sales-talk in print to places the salesmen wouldn't deign to visit, and oftener than the salesmen could afford to visit if they deigned—then it is not an *expense*, but a *saving*. If sales departments are distributive *cost*, then advertising is distributive *economy*. That alone explains the immense spread of the advertising idea—distributive economy. American manufacturers are not noted for adding on unproductive, wasteful expense. Rather are they known for eagerly seizing plans for reduction of distributing expense. Everything they undertake is toward more sales at less expense—and for that requirement advertising has proved as saving a device as the telephone.

It is unfair to compare the price of Ivory Soap with that of "years ago." Ivory Soap to-day sells as cheap, or cheaper, than any soap in the whole world, unadvertised or advertised, when its quality is considered. Lumber has gone up in price—but lumber isn't advertised. All merchandise

has increased in price, totally irrespective of advertising.

The right way to test the matter would be to give \$5 apiece and a basket to two consumers, telling one to fill it with a Saturday marketing of household supplies selected from *non*-advertised goods, and telling the other to do the same, selecting only *advertised* goods. It is "dollars to doughnuts" that the one told to select advertised goods will do her marketing more quickly, with less expenditure of nerve force, and bring home a higher average of quality per dollar expended than the one who has only unadvertised goods to select from. Advertised trade-marks are the cheapest quality insurance that the consumer of to-day can possibly get in any other way.

The following are some letters in reply to the "advertising anarchist":

THE ETHERIDGE COMPANY,
NEW YORK, Feb. 26, 1910.

Editor of PRINTERS' INK:

The letter of Mr. Guilfoil in your issue of February 23d is interesting in bringing to the surface the attitude of certain types of retailers toward advertised goods. This attitude is largely the creature of conventions and oratory deftly used to promulgate certain erroneous ideas which have no basis in fact.

The main thought underlying it is a mistaken desire to force on the public the idea that the just as good is just as good. I am not prepared to say that Mr. Guilfoil and his type of business man may not be right according to their peculiar angle of vision when they harbor a sense of grievance, real or imaginary, against advertised goods.

The thing to do is to hold up this sense of grievance to the light and by a process of reduction find out just what it is based on and whether it is just or not.

The point underlying Mr. Guilfoil's letter, it seems to me, is who shall be greatest and who shall have the most to say, the retailer who sells or the consumer who buys.

Mr. Guilfoil, for instance, thinks that in the case of groceries the grocer should be the judge of quality and the arbiter of price. His position is that the consumer does not know values and that when he wants a can of beans or baking powder he should ask the grocer's advice about what particular brands would be good for him to buy.

Above all things, Mr. Guilfoil resents the manufacturer stepping in and advising the consumer about his product. He thinks that is the grocer's province entirely. He thinks the manufacturer should keep his hands off when it comes to advice.

Such a point of view is entirely human. We each like to be the biggest frog in our particular puddle. If a bigger frog from any outside puddle comes along we try to make it uncomfortable for him if we can.

Now let us see how this point of view works out. Let us by a process of analysis follow it to its logical conclusion. So far as business is concerned, it would place the retailer in the position of being several different kinds of a boss at one and the same time.

First, it would make him boss of his own business, which is his perfect right. Nobody wants to quarrel about that.

Secondly, it would make him boss of the manufacturer, which is entirely the manufacturer's look-out.

Thirdly, it would make him boss of the purchasing public, which is considerably my look-out. I confess I cannot take kindly to the idea of being bossed by my storekeeper. It hurts my dignity and my sense of self-importance to be mentally classified as a chap who cannot decide things for himself.

I like to be given credit for some modicum of intelligence. I like to use my own judgment in preference to my grocer's, even in such a matter as a pound of baking powder or a can of beans.

The fly in Mr. Guilfoil's ointment is that he wants me to lend myself to his superior intelligence and judgment about quality. He does not want me to be the judge. He thinks I know nothing about groceries and must look to him. For this reason and no other he resents the idea of any manufacturer coming out in print and offering me any suggestions or advice about soap or macaroni or baking powder or beans, and this holier-than-thou attitude presently resolves itself into a fixed resentment against advertised goods in general.

Contrarywise, it warps the retailer's judgment as to quality and makes him think that the manufacturer who doesn't interfere and who is ready to exalt the retailer and help out his sense of self-importance by furnishing him special labels is an honest manufacturer and must make first-class goods, whereas to my sense the opposite would be the case.

When this manufacturer makes a different label for each grocer and thereby hornswoggles the poor innocent public, Mr. Guilfoil sees nothing wrong in the transaction, and the fact that consumers have in times past lent themselves to this deception seems to justify its continuance so far as he is concerned.

Perhaps Mr. Guilfoil would find it profitable to examine his conscience in this matter and ask himself what is his exact relation to his customers. If he answers the question honestly he will see at once that he is their servant, that's all.

He may delude himself into thinking that he is their boss or their caretaker, but this he will find out in last analysis is not the fact at all. Any merchant of any character frankly acknowledges that his province is to serve the public—not to dictate to them. The public



The Memphis Commercial Appeal

"The South's Greatest Newspaper."

A typographical error in the COMMERCIAL APPEAL advertisement in PRINTERS' INK, February 23, has demonstrated two things to us pretty conclusively.

First,—that a good many people are well informed about the COMMERCIAL APPEAL, and

Second,—that these advertisements in PRINTERS' INK are being closely read.

At least a dozen people, personally and by letter, have called attention to a ridiculous jumble of figures by which 25% of the daily circulation was lopped off at one fell swoop. We hasten to correct.

The average daily circulation for 1909 was 48,978. For the month of December it was 49,609. For January it was 49,760 and it is now running over 50,000 regularly.

The average Sunday for 1909 was 72,089, and it is now over 74,000.

The writer of the article printed February 16th on "*How \$15,000 might be spent in the South to advertise flour*," is apparently afflicted with the same trouble. He credits two Memphis papers with 40,000. The Commercial Appeal alone has more than 50,000.

AND LISTEN

95% of the newspaper readers in Memphis read the COMMERCIAL APPEAL.

97% of its city circulation is delivered into the homes.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York;

Tribune Bldg., Chicago;

Third National Bank Bldg., St. Louis.

want what they want in just the way they want it, and it is quite permissible within the law that they should decide about quality and price for themselves.

If advertising forced anybody to buy one particular brand of goods instead of another, it would be illegal and self-destructive. But it does no such thing. It simply puts the case up to the consumer in the shape of printed argument or suggestion and lets him decide for himself.

This is altogether as it should be. The thing that makes advertising the powerful factor that it is to-day is that it banks on the intelligence of the public as to quality. That advertising will not sell inferior goods has been proven time and time again. To say that we, poor outsiders, do not know anything about quality is—well, it is gratuitous, to say the least.

D. A. REIDY.

MONTREAL, February 28, 1910.

Editor of PRINTERS' INK:

In answer to J. P. Guilfoil's contention, anent the comparative prices of advertised and non-advertised products, I am strongly of the opinion that this gentleman writes from a local standpoint only.

Being a salesman in his particular line, and as my knowledge and experience extend over a period of twenty years, one would naturally think that I am fully capable of answering his criticism.

First of all, a non-advertised proprietary article does not help a retailer's business. If the "Royal Baking Powder Concern's" activities were only confined to Hartford, they would be able to sell their product at the price demanded and obtained for Guilfoil's.

The writer must assume that Mr. Guilfoil does not believe in newspaper and magazine advertising, but perhaps he has faith in himself and what he sells. To illustrate: Mr. Guilfoil has made up his mind that retailers and housekeepers in San Francisco are going to hear about his baking powder. New grip—bright samples neatly packed therein—necessary railway ticket—luxuriously does he travel to that named city.

Once landed he realizes that he ought to stop at a substantial hotel, in order to better reflect the standing of his business. With freight rates in hand and on close figuring Mr. Guilfoil finds that his total expenses will not allow him to sell "His Powder" at the same price as Royal. Strange I have not been extravagant. Did I go the wrong way about it?

Glancing at a table near by, he mechanically picks up magazine after magazine—perusing these he is attracted by the beautiful and well-illustrated Royal advertisements.

Reading during the day newspapers, bill posters, street-car signs, they in unison praise Royal.

Thousands and thousands of these salesmen are calling daily, weekly and monthly, the year 'round, on prospective dealers and housekeepers, arresting their attention, winning their confidence, finally, friends of this product will they

be. I see it all, back to my Hartford will I go! I have made up my mind to become a national and universal advertiser.

If these advertising men would only change the name of their business and call it "Distributing," more people would understand it. This way of distributing goods is so much quicker and cheaper than the "One-Man Selling Method." To make his distributing campaign a success it is absolutely necessary that a standard price be adopted. That explains the Royal selling policy. Their household necessity is sold in Montreal at forty-five cents a pound. Guilfoil's Baking Powder will be sold in Hartford at the same price as it is in San Francisco, because the jobber and retailer must be protected. If ever ladies call at retail stores where my powder is sold, in the future, I will better understand the modern housekeeper's slogan, "I want what I want when I want it."

Almost every lady purchaser knows that when she is offered a substitute that the retailer is making a bigger profit, although the price is lower than the article she had in mind. This fact is not relished by the buyer, even if the salesman succeeds in selling his employer's pet product. Next time powder is needed in the house, a store where no proprietary goods are sold will receive her money for powder and perhaps other wants.

Modern ways of distributing are the cheapest way of reaching customers. Consumers pay in the long run for advertising, but if it was left to slow and antiquated methods, the cost would be higher. Mr. Hurst, of N. W. Ayer & Son, is right.

Bulk rolled oats and puffed rice are cheaper and the manufacturers are desirous of selling that way, but the blacksmithy and filthy appearance of so many grocers' stores throughout this continent has driven them to the adoption of the sealed package (no personal remark meant).

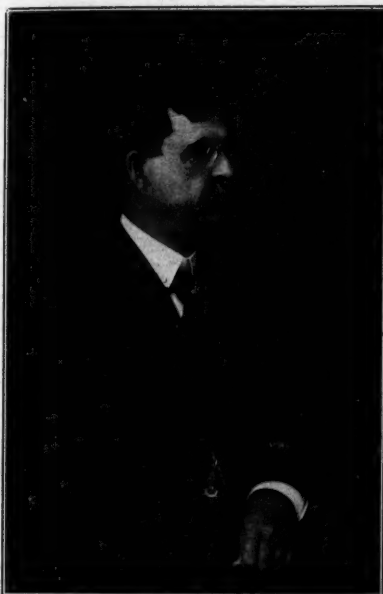
With Ivory Soap it is again a question of national advertising. Even if an advertised macaroni, vermicelli or spaghetti costs a little more, consumers will keep on asking for that brand, because it is of uniform quality, to be had everywhere.

It does happen that a flour (advertised) sometimes is not up to its usual standard, the same rule applies to the non-advertised. Retailers will always sell more advertised flours, even if the cost is higher. It is what the consumer, cash in hand, demands and expects, not what the seller wishes. A retailer's business ought to be that of distributing merchandise on the line of the least resistance.

Let the retailer stock up with nothing but advertised groceries—follow closely the magazine and newspaper advertisements paid for by manufacturers—insert a small advertisement in his local daily newspaper reading thus:

"In this establishment is sold all the grocery specialties that you see advertised on the Bill Boards, Street Cars, Magazines and Newspapers in the country." (Description and prices follow.)

NAPOLEON DARCHÉ.



LAFAYETTE YOUNG.

On March 31st Lafayette Young will have been the publisher and editor of the Des Moines Capital for twenty years. The entire Capital organization are going to issue a commemorative edition in Mr. Young's honor which will be an unusual newspaper. This edition will be interpretative of the possibilities of Des Moines and Iowa, with emphasis placed upon the ambitions and plans for a greater Des Moines and a greater Iowa.

The city of Des Moines has had a reawakening which is spreading all over the state.

The nation has heard of the new Des Moines plan of Commission government, but it is not yet informed as to the commercial and industrial activities through which Des Moines is increasing in population as rapidly as any city in the United States. The present population of Des Moines is a little over 100,000. At only its present rate of growth, it will be more than 200,000 in ten years.

The anniversary edition of the Capital will give the reasons for this growth and enlarge the vision and point the way for a still larger growth. The entire effort of the Capital staff is to make this a great newspaper. But it is an event that will also interest big advertisers. Those interested are requested to address

THE DES MOINES CAPITAL DES MOINES, IOWA

EASTERN OFFICES (O'Mara & Ormsbee, Brunswick Building, New York
(Elmer Wilson, Hartford Building, Chicago, Ill.)

THE HARM OF "ADVERTISITIS."

WHEN NOT TO ADVERTISE AS IMPORTANT TO KNOW AS WHEN TO ADVERTISE — FAR-SIGHTED ADVICE FROM ADVERTISING MEN NECESSARY — FACTORY CONDITIONS, FINANCE, DISTRIBUTION AND OTHER FACTORS VITAL TO CONSIDER.

Some manufacturers actually put *too much* faith in advertising. They look upon it as the cure-all, the universal panacea of the whole long list of business ailments, utterly regardless of other conditions. Their advertising consequently is far more expensive and unproductive than it ought to be, to the detriment of all advertising as a principle.

Some of the most conscientious advertising men in the business may be found to-day advising certain producers, who have developed a bad case of "advertisitis," not to advertise when they find conditions adverse to permanent success. They are advising not to advertise for a year or two, perhaps, until right conditions have been assiduously fostered and obtained.

As one advertising man remarked recently, when discussing this phase of the situation, "We ought to remember that the advertising field does not consist of you and me, nor even of our whole generation. Rather is it a stable thing, which is destined some day to be even more of an integral part of business than it is now. We ought to go all in our power to prevent it from getting a black eye, or even a bruise. That can be done by sometimes giving this negative kind of advice."

There are a number of reasons why certain producers should be, and are being, advised not to advertise. Most of these reasons are plain, hard-headed business reasons, factory reasons, finance reasons, distribution reasons.

Conditions of manufacture, lack of factory system, can do about as much as anything else to make advertising an expense, rather

than a money-making proposition, to the producer.

Here is Jones, Smith & Co., for example, who have, somehow, developed a feverish desire to advertise. The heads of the firm are most enthusiastic. They want to put \$100,000 in a national campaign without a day's delay. They feel they are upon the eve of making a new departure which is destined to lead on to success and fortune. Yet they may be utterly oblivious of the significance of the fact that their factory is a mile from the railroad track. They are maintaining eighteen double teams for truckage, when, practically for the asking, the railroad could be persuaded to build a spur track to their very doors, with a switch on one side of their factory for incoming, raw material and another on the other side to accommodate out-going, finished product.

They are utterly unaware of the significance of the fact that their raw material enters upon the first floor and goes upwards in the process of manufacture, in contradiction of the more approved reverse method, which would call for the raw material coming in at the top floor and descending as perfected.

These may seem trifling matters, but they are of the utmost importance. The above is, in substance, a concrete case. The manufacturers fortunately met with the right sort of advertising man, who advised them to make the needed changes before they thought of advertising.

A manufacturer cannot have his producing conditions too well in hand before he begins to advertise. If he has any competition, he is immediately put at a distinct disadvantage. If he has the field to himself, the higher cost of manufacture will mulct him of big profits, which otherwise, and by every right, should be his.

It is all very well to say one will change conditions of manufacture later, while the advertising is taking effect or before the big flow of business, which is looked for, comes in. Sometimes this works, but sometimes it doesn't.

A national advertising campaign,

even an intense local advertising campaign, is important enough, especially at its inception, to demand the best, undivided attention of the men who are the real powers behind it. They should have no time or thought for perfecting organization, once the battle royal for increased consumption and wider market is on.

Along this same line, reference to other unsatisfactory manufacturing conditions might be made. No man ought to risk his money in advertising until he has good and sufficient mechanical equipment. His machinery must be "right," and there must be enough of it. If he is starting out to get a nation's trade in a certain article he needs to have large enough factories and sufficient machinery to produce the article in quantities to satisfy such a national demand. An advertising expenditure, spent in a modern merchandising way, is not a pretty dazzlement in the heavens, but a direct result-producing, trade-winning effort which is going to require extra effort to take care of. One of the regrettable (?) things about many present campaigns is that after the advertising has appeared a few months it is cut off because the factory can't take care of any more orders.

A manufacturer may not be advantageously situated to get his raw material in the quantity or quality he should, or at the right time. These are all manufacturing conditions which must be overcome, so that an advertising campaign may be started with everybody "standing ready" and steam capacity all in shape to turn on "as fast as she'll take it."

It is dealing in elementary matters, perhaps, to point out that first-rate follow-up systems, booklets, catalogues, etc., must necessarily be conceived and worked up before a line of advertising comes out. Otherwise, many good greenbacks might as well have been fed to omnivorous goats. Yet lack of enough and finished follow-up is very frequent.

If the product is a new appliance, it is pertinent and vital that it be ready for exploitation in a



Wage earners respond more readily to advertisements than any other class. They read advertising the same as they read other news matter. Reaching the wage earner reaches the home. The most valuable of all circulation is home circulation.

Over one hundred and forty thousand homes in interior New York, New England and adjacent states are entered each week by the



Each reader of the SATURDAY GLOBE pays five cents to the boy agent who delivers the paper to him on Saturday.

The whole family circle reads it because it contains news of interest to every member.

Now you know why the SATURDAY GLOBE pays advertisers.

SMITH & BUDD CO.

Advertising Representatives.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.



In over 12,000 small cities, towns and villages, every week—in a quarter of a million homes—GRIT, America's greatest family weekly, is not only welcomed, but looked for and purchased from the boy agents who deliver it to each home at 5 cents per copy.

For 26 years, GRIT has been a fireside visitor in the homes of the great middle classes—the well-to-do wage-earners of all trades and occupations, the husband and housewife of the home that uses 75 per cent of the articles, preparations and merchandise manufactured for household use and consumption.

250,000 copies of GRIT are not only circulated each week but sold to 250,000 persons—not mailed to them, but sold to them by boy agents—home-delivered circulation of the most valuable kind.

We can show you lists of the towns in which GRIT circulates, and will gladly tell you how many copies are sold in each town. GRIT covers the towns and villages as no other publication does, and that is why you should use it.

The rate is 60 cents per line flat, and its circulation is guaranteed.

GRIT has a national reputation for results on "keyed" advertisement—the severest of tests.

SMITH & BUDD CO.
Advertising Representatives.
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

perfected form. It is related how a now famous invention had to recall all its machines, after exploitation and sales, to make vital changes. The head of the copy department of a well-known New York agency tells how he practically refused to begin work on an advertising campaign for a concern manufacturing a new type of vacuum cleaner until one of the three wheels on which the cleaner travelled was pivoted, so as to admit of better lateral motion. It was an imperfection, which he, despite his lack of knowledge of mechanics, had detected.

Especially if the product is a food or something which women will largely buy, is it being put into the most attractive wrappers and packings? That is a point of considerable importance. Take notice, in this connection, of what such a keen observer of humanity as E. P. Ripley, the president of the Atchison, Topeka & Santa Fé Railroad, recently said: "Most housewives will pay three or four times as much for foods done up in fancy packages as they will for the same food without the frills." Then aren't the frills important? And shouldn't they be thought out in advance, if it is hoped an advertising campaign will attain its highest efficiency?

Very frequently, and most properly, good advertising men will advise a producer to work up his distribution before advertising. It is true, to be sure, that many advertising campaigns can be, and have been, waged with the double purpose of forcing the dealers to stock up with an article as well as to create a demand with the consumers. But the careful manufacturer will certainly take this matter under advisement. If the retailers are not stocked beforehand, the article should at least not be wholly foreign to the warehouses of the jobber, and have a sizable retail distribution and trade standing.

How often are there producers who would advertise with insufficient funds? When they ought to make an advertising noise like a lion, they are only prepared to

attract about as much attention as a buzzing fly. To such, the advertising man, who advises to wait for adequate funds in order to start the right sort of a campaign, is a wise councilor indeed, even though the amount needed to start advertising is generally over-estimated.

Mention of the financial side recalls a statement made the other day by H. D. Wilson, the advertising manager of *Cosmopolitan*. Mr. Wilson, as is well known, has seen long and active service in the advertising field. He was in advertising in the days, long passed, when it was so generally discredited that, as he now says, he didn't have courage to admit his connection with it.

"I have never heard or seen the statement made in print, but from long experience I am positively convinced," says Mr. Wilson, "that fully 40 per cent of the advertising failures nowadays taking place are due to the shaky financial standing of producers at the time they begin to advertise. They are like a drowning man who grasps at straws, or like the dying fellow who, when the surgeons tell him if they perform a certain difficult and uncertain operation, his life may possibly be saved, tells them with alacrity to go ahead. To them advertising is a leap in the dark, a dying hope. The trouble is not with advertising in general or their advertising in particular. The trouble is with themselves. What they need is a receiver, not an advertising man."

SOUTHWESTERN AD CLUB CONVENTION.

A successful and profitable second annual convention of the Southwest District of the Associated Ad Clubs of America was held at Fort Worth February 17th-18th. Some interesting addresses were heard, including one by Advertising Manager Booth, of the Missouri Pacific Railway. The following officers were elected: President, Frank T. Crittenden, Fort Worth; secretary, Paul C. Gebhardt, Dallas; first vice-president, C. C. Lawson, Sedalia, Mo.; second vice-president, A. W. McKeand, Oklahoma City; treasurer, C. L. Fisher, St. Louis.

The convention will be held at Oklahoma City next year.

Cumulative Effect In Collier's

¶ The average life of Collier's subscriptions is forty weeks from any given date.

¶ To illustrate: The circulation audit showed that for the four issues of December the average net circulation was 546,000 per week. Of this about 485,000 were paid-in-advance, home subscriptions. The average expiration of these was forty weeks away.

¶ What does this mean to an advertiser? It means that if he uses Collier's steadily he reaches the same homes over and over again, getting the tremendous advantage of cumulative effect—the very rock-bottom, foundation principle of advertising success.

¶ Collier's stands ready to prove to any advertiser that the above figures are inside the facts.

To L. B. Patterson.
Manager Advertising Dept.

Collier's

THE NATIONAL WEEKLY

New York Chicago
Boston Toronto



The Publishers of La Presse

(Montreal)

invite every firm that is in the least interested in Canada and Canadian trade to fill in and mail the form printed below.

A special department is maintained by LA PRESSE for collecting and compiling reliable statistics and information dealing with trade conditions in this rapidly expanding market. This information, with any special features that may be desired, bearing on any particular line of business, will be gladly furnished without placing the inquirer under the slightest obligation.

We have the greatest confidence in the possibilities of this market,—we believe that for every American firm that is now doing business in Canada there are a dozen that could do business here with equal profit.

Fill in the coupon,—we will send trade figures to prove that our confidence in this market is based on hard, solid facts,—facts that will be well worth while having in your possession.

LA PRESSE, Montreal, Canada.

Without assuming any obligation, I would be glad to receive any information you can supply re trade prospects and conditions in the advertising field in my line in Canada.

Name

Firm

City

Business..... State.....

THE MANUFACTURER'S PROBLEM OF INTER- ESTING RETAILERS.

SECURING SALESMEN'S CO-OPERATION WITH ADVERTISING—WRITING ACCEPTABLE RETAIL ADVERTISING—GETTING THE WINDOW-DRESSER INTERESTED

By W. J. McDonough.

Every manufacturer must have salesmen. The salesmen should know all the details of their line, and they should not try to learn a selling talk as they would learn to speak a piece at school. They should have arguments, not words. They should be able to impart some information to the buyer in the shape of personal opinions which entertain and at the same time instruct him.

It is interesting to the buyer to know how certain large dealers dispose of similar goods to what he has in stock. It is also interesting to him to know the class of people that are wearing or using the merchandise under discussion; how long it has been in vogue; the sections of the country in which it is sold most, and similar merchandise information.

If a product is presented in this manner, and the buyer is told how it is used and sold, as well as how it is made, then he becomes interested and sits up to take notice, and if he isn't induced to buy, then it is because he has a full stock or his trade is not adapted for that particular article.

To precede the salesman there should be some kind of advertising. This advertising should be to the trade; should appeal direct to the buyer and should set forth the most intelligent selling arguments. It should point out how to utilize the article, the natural demand existing as well as the demand created by consumer advertising.

The mediums used for this can be of two kinds—publications known as trade papers or direct advertising by mail. It is up to the advertiser to choose his own method. If he wishes to spend four times more for one than he

pays for the other, he must look in his check book to settle that question.

Some manufacturers successfully use both—using the trade papers to reach the general buyers in the territory in which he wishes to do business, and working direct on the buyers that their salesmen intend to call on. One supplements and reinforces the other, and this is usually found to be the most effective way of operating. The reason for such advertising is the fact that the buyers are usually very busy. It is almost impossible for a salesman on his first call to tell his entire story and have the buyer remember the principal points of that argument; and when you consider that some buyers have twenty-eight hundred different articles to buy you can imagine how it taxes their memory to keep the details of these before them at all times.

The preceding of the salesman by advertising does the educational work which it is impossible for him to do in the short space of time that the buyer naturally can give him. It also helps to refresh the memory of the buyer in the recommendations that the salesman might put before him, and we therefore find such advertising a vanguard and a rear guard.

In the salesman's hands should be placed all the retail helps that the manufacturer is ready to furnish the retailer, and also he should be fully informed as to the plan of all advertising that is to be done for the promotion of that particular article.

Then, too, when we place before him the retail helps, he sees in these helps methods by which he can attract to his store the particular people who might be interested in the consumer advertising, and also the general public who may be interested in the merchandise, whether it is advertised to the consumer or not.

This retail advertising should be written by the most expert person obtainable, for the reason that the buyer has a great technical knowledge of the merchandise to be advertised, and at the same time it should be written in

such a manner that the phraseology is similar to the advertising usually put out by the advertising manager of that particular store.

We find many manufacturers who have attempted this with trashy and ridiculous advertising which is supposed to be a help to the retailer, and which is a positive nuisance. This advertising should be illustrated with the proper kind of cuts, showing, if possible, the use of the merchandise, and should be compiled in such a convenient form that any portion of it can be removed from the booklet and used in connection with the daily paper copy.

The window-trimmer should be furnished with interesting displays of the articles to be promoted. Something should be given to the window-dresser that will help him in his problem and assist him in getting up attractive window displays that will be given more than a casual glance by the shopping public. The window-dresser feels friendly toward the merchandise of the manufacturer who makes suggestions. He is interested in ideas that other window-dressers use to present a certain product, and if he is at all ambitious, of course he tries to make his display more attractive and an improvement on the original.

The salespeople should be instructed regarding the use of the merchandise, given complete descriptions, and if demonstrations can be afforded, it is one of the very best methods of educating them in the proper selling of the product.

Various other channels should be followed, like cataloguing, if the concern issues a mail-order catalogue; the displaying of the advertising of one line of goods in another department when that line of goods is closely allied to the department named.

In interesting the retail trade in the selling problem, if it is possible to create some particular occasion that is localized, you will get the service of the retailer at the first suggestion; that is, to create an occasion that will make his store the center of attraction. For instance, a certain brand of

hosiery has operated successfully what is known as "School Sales" at a particular time when the school children were outfitted for school.

They were the first ones to form a sketch club, the name of which was their particular product. The boy or girl who sketched the funniest picture of a black cat was given \$100 as the first prize, \$50 as the second prize and \$25 as the third prize, the local retailer at the same time giving a prize of \$1, 50 cents and a pair of stockings. It might be interesting to say that these sketches in a single week filled the windows of nearly 2,000 stores throughout the entire country. In one Terre Haute store the crowd was so great to see the sketches that the street cars were blocked, and it required the assistance of the local police to disperse the gathering.

In operating with the jobbing trade it would be wise to follow the plans just mentioned, allowing the jobber to distribute, as far as possible, the advertising work and suggestions to their customers. One manufacturer of underwear I have in mind has a plan of placing in each box a list of the helps he will give, and in the State of Iowa he received 400 applications in one month, and the advertising he will obtain from this will be the best he can possibly secure, for the reason that it is backed up by the merchandise, and at the same time the local prestige of the retailer is attached to the particular brand, which is another very valuable asset.

The only objection there might come up to the successful co-operation of the retailer and manufacturer is the attitude of many manufacturers after a measure of success has been obtained. As many manufacturers become successful large advertisers they become rather autocratic or arbitrary with the customers. The fact that they have sold the retailers makes them over-confident and if a particular retailer doesn't feel warranted in over-stocking their merchandise they are inclined to turn their

Still Another Record

During February, 1910

The Chicago Record-Herald

contained 1222 columns
of display advertising, the
largest amount of display
advertising printed in any
February in the history
of the paper and

A Gain of 55,711 Lines

THE CHICAGO RECORD-HERALD

New York Office, 437 Fifth Avenue

attention to his competitor, emphasizing the fact that the merchandise has been sold in that particular town, and of course the natural jealousy that many times exists induces this competitor to give the manufacturer an order.

This is clearly an unfair method, as the original customer has spent his time, his advertising space many times, and the space in his department to the trade-marked goods of the manufacturer. He has indorsed it with his name, and to remove the article from his stock naturally means some loss of patronage to him. Therefore we find that many retailers are beginning to look with suspicion on largely-advertised goods, and when they do place them in stock they only do it for the purpose of safeguarding their interest, and never use any particularly interesting methods to promote their sale.

The manufacturer in changing accounts should investigate all the complaints of the retailer very carefully, and he should hesitate before he creates any hard feeling on the part of his first customer.

If this matter is agitated to any great extent it will probably bring about a policy of many retailers demanding a contract on the part of the manufacturer in which he will agree not to sell his trade-marked merchandise in the retailer's city for a certain period after the retailer discontinues its sale.

The question many times comes up in the mind of the manufacturer about the retailer who cuts prices: There are always two sides to the question. The retailer is warranted in reducing his price if the manufacturer doesn't create the demand promised, or if the reason is of such a nature that the goods do not move quickly.

Retailers, like every one else, have their obligations to meet. Their shelves must be cleared of the merchandise to make way for the next season's stock. Their financial obligations become due, and naturally they must move the property they have pur-

chased; therefore, the reduction of price in many cases is necessary. Other times the styles become *passé*, and can only be sold to a cheaper class of trade than they were originally intended for.

One very successful manufacturer adopts the policy of maintaining the price up to a certain time. After that time all retailers are at liberty to make any reduction they may see fit. This allows them to secure the best early trade, and if the goods don't move quickly, to make tempting prices to their general customers.

It is probably necessary to say a word in reference to the attitude of many manufacturers who are inclined to be over-confident in creating a demand. Many times their salesmen go out full of enthusiasm, talk advertising and consumer demand, etc., and in their entire attitude give the retailer the impression that the sales are guaranteed. Some of them sell the merchant and not the merchandise.

To confine their account to one store in a town is one of the problems which confronts successful advertising managers. Advertising creates a general demand, and it is next to impossible to direct all inquiries to one store. People are busy nowadays, and they prefer to make their purchases at the store that is most convenient and renders them the best service. If the article is one on which the individual purchase amounts to quite a sum it should be confined to one merchant in a town—take, for example, Men's Suits or Ladies' Garments. These are important enough to confine to one single stock.

If a customer is influenced to buy these, or even to make an inquiry in reference to them, through magazine advertising, they are important enough to go to half dozen stores, if necessary, to get the information desired. If, on the other hand, the sale is only a small amount, we will say 25 cents, then all the stores should be approached and the dis-



How long does an advertisement live and pull?

That depends upon the *medium*.

Here's a letter from a Tennessee farmer, who wants to buy goods that were advertised in the FARM JOURNAL nearly *six years ago*.

WILMER ATKINSON Co.

GENTLEMEN:—We would like to have the address of some firm who make or sell the traceless harness. These goods some years ago were advertised in the F. J., but we do not see them now.

I enclose postal for answer.

Thanking you for your kindness, we are,

Yours truly,

J. D. ELLIS.

FARM JOURNAL advertisements are not only read very *closely*, but the papers are kept and referred to for months and years. We constantly hear from advertisers who are getting orders this year from advertisements of last year or the year before.

We wish advertisers who have interesting examples of the sustained power of advertising would send them in.

Forms for May close April 5th. Over 700,000 copies, \$3.50 per line.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

tribution made as wide as possible.

Generally speaking, I would say that any article that retails for less than \$5 should not be confined to one store in a town. There are the natural exceptions to the rule. When a merchant comes forward and shows his confidence in your article, and backs up that confidence with a good, substantial order, then it might be wise not to solicit the remaining merchants in the city. Your salesmen know these conditions. They are always familiar with the circumstances, as a rule, and the local distribution can be left to their judgment.

The sales manager can tell if the town is consuming its quota of his product, and if it is not making a proper showing the salesman should be called into consultation.

If many manufacturers in marketing products and planning their advertising campaign would take into their confidence a number of their best retailers, they would obtain much information, and would safeguard their interest in many ways; but this is hardly ever the case; the manufacturer usually decides to go it alone—cooks up his entire story—goes out to the retailer and expects him to be enthusiastic.

The retailer in department and drygoods lines is coming in contact with the consuming public every minute of the day, and there is no class of men who understand better the peculiarities of the general consumer. You will always find them ready to co-operate with you, if you give them half a chance, and the manufacturer who adopts this policy will surely build up and promote a business at the very lowest selling expense.

Arthur Capper states that the annual Poultry Special Number of the *Farmer's Mail and Breeze*, which carried 35,000 lines of advertising, was the largest volume of advertising ever carried in a farm paper.

The Boston Public Schools are about to add printing and book binding to the curriculum of the high schools.

WHY A LIBERAL ADVERTISER BELIEVES IN "PRINTERS' INK."

HAMPTON'S MAGAZINE.

NEW YORK, Feb. 9, 1910.

PRINTERS' INK PUB. Co.

In reply to your favor of the 4th, please enter our order for twenty-four pages to be used between now and February 1, 1911.

I heard a very interesting talk before the Magazine Representatives Club the other day by your editor, Mr. Frederick, on the "Creative Possibilities of Advertising." Mr. Frederick has increased my respect and admiration for PRINTERS' INK, and my belief that PRINTERS' INK is the greatest single power for the development of advertising in this country. I certainly want to have *Hampton's Magazine* represented in a publication that is doing so much to educate new advertisers.

HOWARD P. RUGGLES,
Advertising Manager.

HEARSAY EVIDENCE.

NOBLE & COMPANY,
Wholesale

Cement, Plaster, Lime, Sewer Pipe,
DETROIT, MICH., February 9, 1910.

Editor of PRINTERS' INK:

The other day I met S. Keith Evans, of the Crowell Publishing Company, who referred me to your magazine as the best magazine on selling and advertising.

I should be pleased to receive a sample copy and your subscription price per year, or let me know the price of a single copy and I will remit for the same.

WILCOX DOOLITTLE.

TAKING HIS OWN MEDICINE.

February 15, 1910.

Editor of PRINTERS' INK:

Why does the average salesman selling leather card cases, pocket books, and a thousand and one other novelties, after he has explained at length the value of reaching the individual by the use of such things, proceed to close up his samples and after urging you to remember him when in the market, then hand you one of his cards as a reminder?

It is akin to the advertising concern that tells you how to expend \$15,000 or \$20,000 a year and don't themselves spend \$1,000 a year.

Is the cook afraid of the broth of her own making or simply that she has no appetite for food?

ADVERTISING BUYER.

DOESN'T WANT TO MISS AN ISSUE.

POSTAL TELEGRAPH-CABLE COMPANY.

ATLANTA, GA., February 5, 1910.

Editor of PRINTERS' INK:

Enclosed please find one dollar, for which please extend my subscription. It does not expire until March 23d, but PRINTERS' INK is so full of splendid ideas that I do not care to miss a number.

A. M. BEATTY.



AUDACES FORTUNA JUVAT

*A prominent
manufacturer*

*whose advertising was prepared and
placed by us publicly announces that:*

**"Over a million packages
were sold last year in ex-
cess of the year previous."**

*May we do
something for you?*

J. W. Morgan
Advertising Agency
44-60 East 23rd Street
New York

New York Herald Syndicate

"THE WIDOW WISE,"
Stunning new feature
in color.

Lines by Paul West. Illustrations by Prince Troubetskoi, Grant, Loomis, Wright, Ashe, Flagg, Nadherny, Morgan and other well-known artists.

Orders being taken now for Special Easter Features for publication March 20.

World's Prize Fight Championships, illustrated in line.

Full-page Sunday features.

Special Cable and Telegraph service.

Daily Matrix services—News, Woman's and Comics. Daily Photograph service.

For particulars apply to

New York Herald Syndicate,
Herald Square, New York.

Canadian Branch:
Desbarats Building, Montreal,

WE HAVE PREPARED SUCCESSFUL SHOW-CARDS AND WINDOW NOVELTIES

for Bovril, Armours' Meats, Dewar's Whisky, Skipper Sardines, Van Houten's Cocoa and practically all the most successful British Advertisers. We are the sole proprietors of Mathews' Aerial Gauze Showcards, Aerial Thread Showcards and other window display novelties. Some new creations in course of preparation. Advertisers desirous of securing "out of the ordinary" attention, arresting window display material, please state wants and quantities. Send dummy sample package and we will submit free of charge suitable specimens and charges.

T. Mathews & Co., 12 Short St., Leicester, Eng.
United States Representative
MR. FRANK A. SPRINGER
Room 406, World Building, New York

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **143,054**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

DR. HOLLINGWORTH ON ADVERTISING PSYCHOLOGY.

Dr. H. L. Hollingworth, of the Psychological Department of Barnard College, addressed the Section of Anthropology and Psychology, of the New York Academy of Sciences, at the American Museum of Natural History, New York, February 28th, on the subject, "Psychological Measurements of the 'Pulling Power' of an Advertisement."

"Psychological work in connection with advertising," said Dr. Hollingworth, "is more than justified. It is justified in the case of the psychologist who makes use of advertisements in the class-room, as I have done, to illustrate certain of the higher mental processes. It is justified in the case of the advertising man, giving him as it does practical methods of testing the worth of his copy."

Dr. Hollingworth said that the present methods of keying advertisements are uncertain, unwieldy, untimely and expensive. He recommended psychological tests as a better method of estimating the worth of advertisements. He urged that everything possible be done to compare key-results with psychological-results, to see how far they agree and how far disagree. He enumerated four problems which must be solved in connection with the application of psychology to advertising. They are: 1. The question of the validity of the introspective method of judging the persuasiveness of an advertisement. 2. The question of the relative strength of the fundamental human instincts. 3. The relative power of such "effective conceptions," as: the elegant, the nobby, the healthy, the sporty, etc. 4. The practical worth of the various colors in advertising.

The speaker rehearsed certain experiments which he has been conducting with seventy-five subway car cards in the hands of a number of careful psychological students who train themselves in making careful, unbiased conclusions. He said he had found practically everybody of one mind as to the extremes—that is, the best and the worst. The disagreements develop as regards the mediocre ads. About them there seems to be no set laws of judgment.

Gordon Nye, formerly a cartoonist on the New York Journal, official cartoonist in the last two Democratic campaigns for the National Committees, and recently on newspapers in the South, will shortly start a new daily called the Knoxville World.

A new automobile paper, to be known as the Detroit Motor Times, is promised for the near future. R. M. Jaffray is pushing it.

Thomas Watson, of political and oratorical fame in the South, is beginning a new morning paper at Atlanta to be called the Jeffersonian.

BETTER AMUSEMENT ADVERTISING.

THOUSANDS OF DOLLARS ANNUALLY SPENT ATTRACTING THE PUBLIC TO ENTERTAINMENTS—COPY IS HIDE BOUND WITH CONTRACTS OF STARS CALLING FOR INDIVIDUAL PUBLICITY AND MAKING FOR A TEDIOUS MONOTONY—REFRESHING EXAMPLE OF RECENT MOTOR BOAT SHOW.

By F. E. Dayton.

Amusement advertising pays a very high rate, generally two and a half times the commercial rate, and probably for the reason that so much space is given to news of the theatres and of amusements for the interest that these subjects have for the public. The one amusement which does less for publishers probably receives the most in return—baseball. This is for the reason that baseball has a wide general interest. The advertising of the management is confined to the location of the grounds and the street car routes thereto with the day's schedule of games.

In the metropolitan cities amusement advertising runs well over a page on Sundays, and frequently in Saturday afternoon papers and from a half to a full column in the daily issues. So much effort is continually spent to get reading notices into reading columns by press agents that the advertising space is suffering a woeful lack of attention and its possibilities are realized to the full only occasionally. The reason for this probably is due to the fact that amusement advertising is placed by newspaper men fresh out of the editorial rooms who are selected either for ability to write a good story or for a large acquaintance which will make it easy to "plant" news stories.

When managers of amusements realize that the advertising columns present powerful opportunities to attract, greater even than the "dog stories" of stolen jewels and milk baths and Cinderella feet, and that display space has a place beyond the money sop to be handed to publishers for editorial mention, they will then find a

powerful advertising ally at hand. It generally happens that a box office boy is left to write the display advertising, or perhaps the chief usher in a theatre.

Years ago the actors and authors required that their names be printed in certain size type, with relation to the name of the play, and other matter, but lately the actors and authors have directed their insistence upon the inclusion of their names in the electric signs over the doors of theatres. Some few still insist, however, that the name of the play shall be but a half or two-thirds the size of their own, or that their names are to be equally prominent with the name of the play.

JOE WEBER'S THEATRE
Broadway
Eve 8:20. Mats. Tues., Wed. & Sat. 2:20.

**SPECIAL HOLIDAY
MATINEE TUESDAY**

**WHERE
THERE'S
A WILL**

**FASTEST THING
IN TOWN.**

Seats on Sale 6 Weeks in Advance.

SOME ATTEMPT AT PERSUASION.

The period of advertising in advance of the coming of an amusement is generally one week and not more than two at the most. To attract interest in an attraction in this time should require the greatest advertising talent, and in so far as the use of editorial mention goes this is probably realized, for the ways of the press agent are both indefatigable and ingenious. Great attention is paid to billboards, to window hangers, cards and the catch-penny tricks of the showman. The one thing not to be taken advantage of,

which is paid for, is the display advertising.

Amusement advertising is widely read, too. This reading generally follows the desire to witness some form of entertainment. The advertising becomes valuable merely as a directory.

"What will we go to see to-night?" some one suggests, and

Tele.
5073
Mad.
Spr.
Eve. 8:30.

DALY'S
B'way and 50th St.

Matinee
Wed. and
Sat. at
2:30.

EXTRA MATINEE WASHINGTON'S BIRTH-
DAY. TUESDAY, FEBRUARY 22.

MISS

MAXINE ELLIOTT

(under her own management)
In a Jolly Nautical Play Called

THE INFERIOR SEX

By Frank Stayton.

SPECIAL MATINEE THURS., MARCH 3, IN
HONOR OF FORBES-ROBERTSON. Seats now.

THE USUAL "CATALOG" ADVERTISING.

then the advertising is read for the purpose of identifying attractions with theatres, the prices, hour of commencement, matinee days, etc. This is about all the information contained. There is nothing to make a reader choose between one attraction or another, except the name of the piece and the actors, without it be the inclusion of some few meaningless words from a critic who cannot be widely known to the public and whose judgment may be as fickle as his dinner was well or ill chosen.

The "Girl from Rector's" will be recalled as being very well advertised. The newspaper copy contained an illustration of a fat waiter bearing aloft a tray upon which reposed a salad decorated with a chorus girl. The catch-line accompanying, "a spicy salad with very little dressing," started a line of thought which made for the success of the piece in New York and on tour. Without holding a brief for this kind of a play the same theatre is now

advertising another such, called "Where There's a Will."

The tired business man, for whom the theatre cake is mixed, when looking over the amusements finds a catch-line to hold his attention for "Where There's a Will," and it runs: "It's naughty, but it's nice." Of course advertised crime never comes off, but this kind of a label piques interest and has brought men to the theatre in droves. It is well known in the show business that success comes when the women and children are pleased, and while it may not be proper to present this play to very young children, the management knows of the value of women's patronage for now that the piece is running it is making use of another catch-line: "Take your wife; she's human, too."

Managers of amusements spending big sums for advertising should give a deal of attention to the splendid advertising which has been done for the motor boat show in New York in the past few days. This is probably the best amusement advertising which New York has seen in years. The advertising is planned not to fill Madison Square Garden with people alone. It is planned to inter-



The Best Good Time
HAVE a real vacation this summer. Spend it in comfort and safety on the water. The Motor Boat Show is now open at Madison Square Garden. It is the only place where you can see the latest and best motor boats. The show is open from 10:00 A. M. to 11:00 P. M. Admission 50 CENTS.

UNUSUALLY EFFECTIVE SHOW ADVERTISING.

est people in the subject of motor boat vacations and to bring to the Garden great crowds of persons who will be predisposed to become interested in the sport—prospective purchasers.

The managers of the show derive their profits from the sale of admission tickets and from the rent of space to manufacturers of motor boats, engines and accessories. It is the latter revenue which guarantees the management in advance against loss and the management of the show is keen enough to know that the show must be productive of results, sales, for the members of the association, in order for them to continually make this investment. Hence this is the wisest kind of advertising, good from every standpoint and better as the problem is better understood. This motor boat advertising is better planned and will produce more possible purchasers than all the editorial "dope stuff" that high-priced press agents could conjure up.

If the theatrical managers of the country would utilize the good money that they spend for men to cultivate other men to write something favorable, rather for hard thinking advertising sense to be presented in display advertising with good merchandising motives, the results would be astonishing.

The advertising of "The Girl from Rector's" and "Where There's a Will" is a long way from the fine copy of the motor boat show, but it is just suggestive of the possibilities.

THE PAPER HE LOOKS FOR WITH MOST INTEREST.

THE ALUMINUM COOKING UTENSIL CO.
NEW KENSINGTON, PA., Feb. 25, 1910.
Editor of PRINTERS' INK:

The sample copy of PRINTERS' INK sent to me by you and accompanied by your letter of February 21st was not "sweetness wasted on the desert air," for it was handed to some one else who should be interested in PRINTERS' INK.

I assure you that I look for PRINTERS' INK each week with more interest than for any other publication.

E. F. PRESBY.

The circulation of the Washington, Pa., *Reporter and Observer* for December, 1909, was 12,075. These figures were credited to the *Record*, of that city, by error.

The Butte, Mont., *Evening News* has been elected to membership in the American Newspaper Publishers' Association.

Do You Want to Hire a GOOD Representative for \$25 a week?

Sounds improbable, doesn't it? But think a moment—

PRINTERS' INK "has the ear" of practically every large advertiser and advertising agency in the United States. It has the entree to their homes as well as their offices. If the "big chief" is busy when it arrives it is *not* turned away, but is carefully laid aside for the leisure hours. It backs up the story of your medium with strong, vital articles about every phase of advertising.

Doesn't all this show the unusual value of PRINTERS' INK as a solicitor of advertisements for your publication?

Yet you can secure its services for \$25 a week by using regularly space the size of this ad.

Just try adding PRINTERS' INK to your soliciting staff.

Printers' Ink Pub. Co.
12 West 31st St., N. Y.

Who gets the money
The Farmer

Who gets the Farmer
Farm and Fireside

Advertising department offices
CHICAGO NEW YORK
Tribune Building 11 East 24th St.

MAGAZINE MORTALITY AND PUBLISHING "ANGELS."

SOME REMINISCENCES OF MAGAZINES THAT GOT TIRED—RASH "ANGELS" AND THEIR MONEY SOON PARTED—THE SPECIAL DIFFICULTIES OF SUCCESSFUL PUBLISHING—VAN NORDEN'S STOPS SUPPORT—\$235,000 SUNK.

Why do magazines die? What explains the taking off of a number of magazines whose passing the public has rather indifferently watched in the course of the past ten years or so? Those who have been in at the death usually have the best of reasons for effacing themselves from the scene; they are heart sick or the creditors become annoying.

The reason, of course, is usually a lack of money. But it is surprising, as one looks back, how easily hard cash has been interested in some "soft" proposition of a publishing nature. Frequently a man who has been hardheaded and forehanded all his life and has succeeded in mustering a respectable array of dollars is drawn into the "easy" road to fame which the publishing of a magazine seems to provide. His fancy is tickled by thus being able to impose, even indirectly, his personality upon a far wider circle than that which knew him through his business activities.

They fail to realize that even though the publishing business is the most interesting business one might engage in, it is nevertheless also the most fraught with difficulties and dangers. There are not a great many people living who are able to start a magazine and make it succeed. A publisher said the other day, that he believed the creation of a magazine that paid was a feat like the climbing of Mt. McKinley or the exploring of Africa.

Consequently, the "easy-rich" who blow blithely into the magazine publishing field and become "angels" for ambitious new publications, expecting to run them in the same large-handed way that

they have been used to, run into some frigid blasts of discouragement. *Posts* and *Journals* and *McClure's* are not built every day and when they are built it takes a Cyrus Curtis (and his wife) and a Samuel McClure (and exceptional associates) to build big properties, even in years of time.

It is consequently a most frequent occurrence that "angels" for magazines get tired and lift their protecting wings from their publications—which at once shrivel up and cry for help.

The latest "angel" to desert his magazine is Warner Van Norden, of *Van Norden's Magazine*. When this magazine made its first appearance in 1906 some surmised that it was published to promote the interests of the Van Norden Trust Company. The government possibly also thought so, for it was upon these grounds that the postal authorities refused to grant the magazine second-class privileges till 1908. *Van Norden's* was of a semi-financial and business-interest nature in its editorial pages. According to the statement made last week, when the directors of the Eastern Publishing Company announced the cessation of *Van Norden's* and when *Current Literature* took over the magazine's lists, it was the withdrawal of Warner M. Van Norden about a month ago that precipitated the embarrassment that led to dissolution. It will be recalled that Mr. Van Norden was relieved of some \$28,000 one morning in the wee sma' hours in January, by two women, as he was leaving the Waldorf-Astoria. Mr. Van Norden was so chagrined that he became ill, it is said, and went to Carlsbad to take the waters. Before he departed, the directors of the magazine state, he disposed of about 4,000 shares of his stock in the publishing company. The elder Van Norden soon after walked into a directors' meeting and said that he did not feel justified any longer in lending financial aid to *Van Norden's*. The officers of the company tried to meet the bills out of their own pockets for a time, but gave

up in despair when two judgments appeared against the concern.

The first number of the *Van Norden Magazine* was published in March, 1906, being a thin eighty-page pamphlet, costing \$250, including editorial salaries, pictures, and text. Its founder, Warner M. Van Norden, didn't meddle much with the editorial policy, but got some of his banking friends to advertise their institutions in it. It gradually enlarged and received a respectable recognition on the newsstands and in the reviews. It always paid its debts, but no one pretended that Mr. Van Norden ever made any money out of it, and members of the family have implied that they had come to look on it as an over-expensive luxury. \$235,000, it is said on good authority, was sunk in the enterprise.

No better proof that real publishers can't develop over night can be adduced than the periodicals which have gone to the graveyard. But while a man who has made his money out of coal readily agrees that there are some peculiar tricks to that business he thinks that he needs no experience to speak of to blossom out as a publisher. The old Roman Croesuses liked to parade themselves as patrons of literature and art and the habit is still going strong in the New World.

A few years ago a man who had acted as cashier of a little bank near a large Eastern city went to that town when he secured an interest in a coal company. He made money out of his coal venture and at the height of his prosperity felt ambitious to become a publisher. He bought part of the stock of a society journal, called a meeting of the heads of departments and announced that he was going to make the weekly "heard from." He was going to make himself another Curtis or another Collier. He had the money and he could get the men.

Two men were secured to act as editor and assistant and given two hundred dollars a week for editorial expenses. The coal

man was disappointed that the editor could not get all the famous names in the country to contribute. He wanted his force to get busy and get something started on a big scale.

The angel felt his first cooling off when he received the bills for the first enlarged paper and editorial work. He invaded the office and ordered cheaper paper. Too many half tones, too. So it went from month to month till after a half year's activity in putting his hand into his pocket he resigned his "national" ambitions, bade farewell to his editors, and allowed the journal to resume its narrowed but less expensive field of a local society weekly.

A man who had engaged himself in various forms of literary activity, bethought himself not so long ago of a well-to-do relative who was a banker in a country town. This relative was alive to all means of securing the approbation of his townsmen. In fact, it tickled his soul to be regarded as the little father of the community. He was musical and, therefore, temperamental. It was proposed to him that he back a publishing venture. The opportunities for personal aggrandizement were painted to him in vivid colors. With a wave of his financial wand, therefore, he caused a well-equipped and modern publishing plant to spring up on the edge of the village. The former literary man became treasurer and general manager.

But what a lot of money it took! The very presses seemed hungry for it! The banker's interest in his new plaything soon faded into an intense anxiety as to his financial welfare. With five magazines to be supported, with the expenses of a big organization to be met, he found himself so deeply involved that he could not withdraw if he would. Funds grew scarce not only for paper bills, but also for the payment of authors and artists. The editors and the department heads knew that they were on a sinking ship. They evaded, they resorted to subterfuge and

Homes! Thousands of Them

Reached by the Troy Record

Sell your goods to the homes in Troy and 'round-about.

Co-operate with your dealers in pushing sales in this big, prosperous market.

Troy itself contains more than 15,000 homes. And the adjacent section contains 50,000 more.

Here is one of the most fertile fields for the advertiser. Cultivate it.

It's easy to select the medium that reaches the homes of Troy and vicinity. All proofs point to the Troy Record.

The Record is one of 19 papers in the United States and the *only one in Troy* which had its circulation audited by Ayer's American Newspaper Annual and Directory for 1910. The examination showed an average *net* circulation of 19,741. This is several thousand more than any other Troy daily *claims to print*.

You can cover the Troy section effectively and economically by using the Record alone. Send for rates and more facts.

THE TROY RECORD

DAVID B. PLUM
Business Manager

TROY, N. Y.

they grew heartsick in an endeavor to keep the bark afloat.

The banker angel in an endeavor to forget his publishing troubles organized an expensive musical organization and toured the country. The magazine's receipts ebbed when the musicians were paid. Thus starved on all sides, the business was put into bankruptcy along with the supporting bank four years after the organization was gotten together.

The number of magazines which drop off into the pale purgatory and spirit region of "absorption" by another magazine, is pathetic to say the least. Sometimes they have had a career of many years of lean prosperity, but real, close appeal to a select few, like *Putnam's Monthly*, just merged with the *Atlantic*, or, like the *Times Magazine*, spring up into full blown maturity with the first issue, and then descend the slope most surely and fatuously, like Edgar Allan Poe's boat descending the Maelstrom.

And yet, despite the many magazines, think of the heaping millions of people, one-thousandth part of whom would support a magazine handsomely!

The A. W. Ellis Agency are handling a new appropriation for the advertising of the F. E. Davis Fish Company, Gloucester, Mass. Magazines are used.

The Boot & Shoe Workers' Union will shortly use leading papers in Minnesota, Wisconsin, Mississippi and Illinois. The business is placed by E. J. Goulston, 17 Milk Street.

"A GOOD THING."

The *Hatman*, a bright little house organ issued by the Crofut-Knapp Company, the well-known hat advertisers, says in its current issue:

"Every hatter should subscribe for and read regularly some good publication which covers the advertising field. The *Hatman* recommends *PRINTERS' INK*, of New York. It is thoroughly alive and full of suggestive information for everybody who is interested in any phase of the subject of advertising. It would be a mighty poor number from which you could not get the worth of a year's subscription—Earnest Elmo Calkins' department, "Kicks and Halfpence," alone is worth the money. The size, too, is just about right to slip easily into your pocket to read on the car or at home. A year's subscription to *PRINTERS' INK* is a good investment for the hatter who wants to keep up with the times."

L. W. Hill, president of the Great Northern Railroad, and George Welsh, State Immigration Commissioner of Minnesota, are contemplating sending out an advertising car into other states to do publicity work for Minnesota.

The Advertisers' Club, of Baltimore, was addressed at luncheon February 16th by Strickland W. Gillilan, newspaper man and humorist. Mr. Gillilan took for his subject: "Adethics."

McKee, Bendall & Perrine, New York, is the name of a new corporation which has been formed to continue the old McKee, Walker & Bendall advertising agency. The Perrine mentioned is not the Perrine now with the Standard Oil Company.

Peckham's, Kansas City, advertising to make willow plumes, are using a list of high-class women's publications. Orders are being sent out through the Kansas City office of H. W. Kastor & Sons for thirty-line copy.

STUNTS WITH LETTERS

A SERIES of letters written by our expert for a New York House brought back over \$200,000.
Eight thousand circular letters mailed for a southern firm brought back \$8,000, (a dollar per letter).
Another series brought back \$72,000.
These are not extraordinary results—we are constantly duplicating them. Remember a *selling* letter is a salesman—multiplied.

The Business Development Company of America

Established 1901

119 NASSAU STREET : NEW YORK CITY

Phone 5374 Cortland

M. C. HILLERY, Pres't. J. EARLE BACON, Treas. M. B. MINER, Sec'y.

The Consolidated Mfg. Co.

MANUFACTURERS OF HIGH GRADE SPECIALTIES.

373 Asylum Street.

Hartford, Conn.

January
Twenty Second,
Nineteen Ten.

Messrs. Harper & Brothers,

New York City.

Attention of Advertising Dept.

Gentlemen:-

In a recent conversation with your representative we happened to mention the very satisfactory results of our use of your medium last season. He suggested that your Main Office would be interested in this, and we take pleasure at this time in saying, that in point of largest proportion of orders from inquiries received, Harper's Bazaar stands at the head of our list. Although we have heard criticisms from one or two as to the change in size of your medium, it is our personal opinion that this is a most excellent change indeed.

Assuring you that your medium will surely figure in our plans for the coming season, we are,

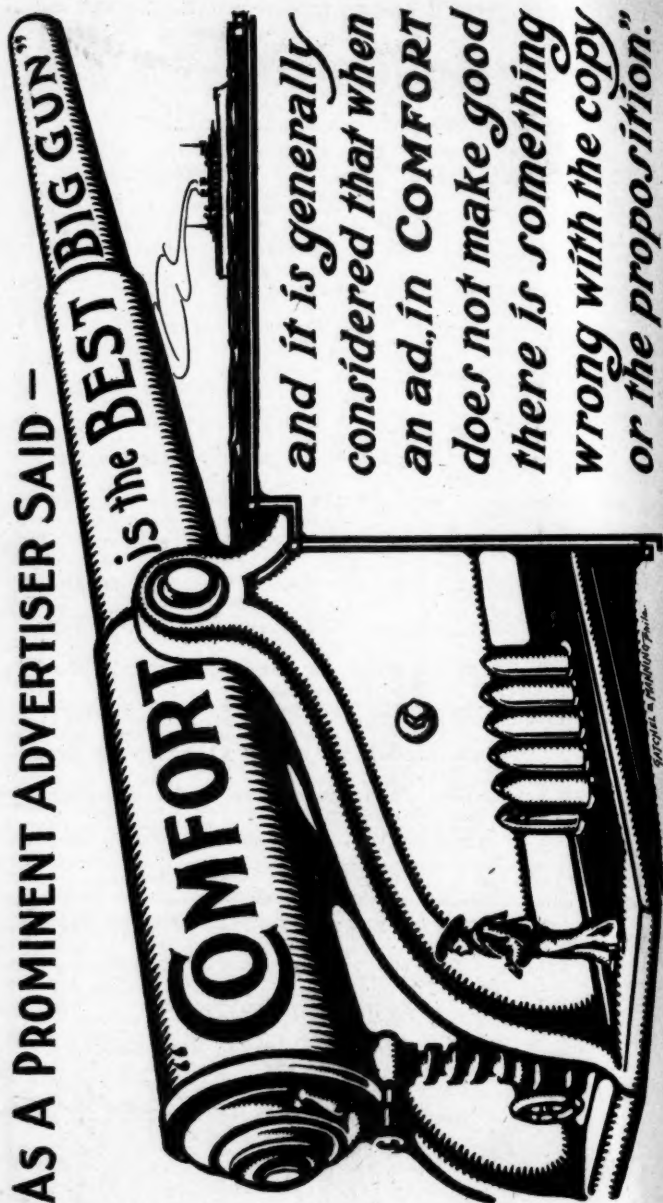
Yours very truly,

The Consolidated Mfg. Co.,

JEB-M.


Treas.

AS A PROMINENT ADVERTISER SAID —



*and it is generally
considered that when
an ad., in COMFORT
does not make good
there is something
wrong with the copy
or the proposition."*

COMFORT is One of the Biggest

With a million and a quarter monthly circulation, and every copy mailed in a separately addressed wrapper direct into a home, COMFORT surely is one of the very big guns.

A few publications claim a larger circulation; and these COMFORT might easily rival

COMFORT is One of the Biggest

With a million and a quarter monthly circulation, and every copy mailed in a separately addressed wrapper direct into a home, COMFORT surely is one of the very big guns.

A few publications claim a larger circulation; and these COMFORT might easily rival on that score by changing its subscription-getting methods;—but that's another story to be told next month.

Some contain more, but none larger pages; some are printed on finer paper with cover designs more ornate to meet the supposed tastes of a more fastidious class of readers. But COMFORT best fits the calibre of its agriculturist subscribers.

Why COMFORT Is Absolutely the Best All-Round Advertising Medium

COMFORT is read by more progressive, pushing, prosperous, property-possessing farmers than is any other one publication in America. COMFORT is an up-to-date rural family paper.

Its long range effectively covers all the richest agricultural sections in every State in the Union;—without duplication, and far more effectively than any list or combination of papers of equal aggregate circulation.

In the general hustle that is being made to win the profitable farmer trade, those who concentrate their fire by advertising in COMFORT obtain results, quickest, surest and most satisfactory;—**TRY IT.**

Forms close 15th of month previous to date of issue. Apply through any reliable advertising agency or direct to

NEW YORK OFFICE:
1105 Madison Bldg.
WALTER R. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc.
Augusta, Maine

CHICAGO OFFICE:
1635 Marquette Bldg.
FRANK H. THOMAS, Representative

81% of COMFORT'S Subscribers Patronize Its Advertisers

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

SUGGESTIVE EXAMPLES OF LAYOUTS FROM GERMANY.

THE "FATHERLAND" ADVERTISING DESIGNERS VERY SKILFUL AT SECURING EFFECTIVE CONTRASTS—BLACK AND WHITE THEIR FAVORITE TOOLS—IDEAS OF TREATMENT WHICH ARE QUITE NEW TO AMERICA.

A big American concern once sent an order to Germany for a map to be designed, and when nearly a year had passed and nothing had transpired, it kicked vigorously. "Why," said the advertising manager, "if I had placed the order in America, I'd have had it six months ago at least."

But when that map finally came



from Germany it was designed and printed in a way that was the very last word in map-making. It was artistic, it was clean-cut, and a microscope could detect no flaw.

German printers are well visualized in this incident, for they take their art most seriously and earnestly. The German scientific temperament and passion for detailed execution is perfectly reflected in the printing and designing done in the best publishing and advertising offices there.

American advertising men have given almost no attention to the development of advertising art in Germany—probably for the reason that the German is still antagonistic to advertising, and it is still in its "general publicity" stage there. It has not yet at-

tained there the appreciation of its economic and logical place in distribution as it is so fast doing in America.

For the purpose of laying be-



fore American advertising men fresh and stimulating suggestions for layouts, PRINTERS' INK reproduces herewith a group of representative designs from various German sources.

All of them are in black and white; but as the constantly deteriorating quality of magazine paper in this country is forcing upon advertisers a condition strongly tending toward more black and white, they will be all the more helpful. Less and less finish and more and more "sup" in the paper of magazines makes it very practical to encourage the use of more black and white. Many advertisers fully believe that there is no article which cannot be better shown in original drawing, even black and white, than in photograph—if the right quality of art work is used.

The Germans' evidently them-



selves realize this, for a very heavy proportion of their advertising is in black and white—and "strong" effects at that.

The universality of strong black

in German advertising recalls one of our own transition periods and illustrates a peculiar psychological situation which we have probably finished experiencing in America. General publicity advertising being the rule, there is more and more attempt made to secure contrast for a single word or name, until by and by all advertisers are drawn into a contest for more contrast, up to the limit of the black and white's contrast possibilities. It is another case of so many perfumes competing that the delicate ones are out-perfumed by the strongest odors.

What we are observing German advertising is thus a stimulation of display value at its height; and until German advertisers take the hint from America and place more stress upon mind rather than eye



persuasion, using more copy and thus securing more gray for a foil to mere noise in display, German layouts will probably remain as they are.



In America we are now at a point when more delicate contrast values are sought and a pretty evenly balanced *status quo* is maintained between black and



gray. The result is a less tiresome body of advertising in our magazines. It would be a crime upon the eyes to read 200 pages of advertising as lustily black and white as these German layouts. As the volume of advertising increases contrast value is more and more forced toward gray, simply by the reader's optical instinct of preservation.

However, for what applications, methods and modifications they suggest, these German layouts are most interesting and ingenious. Their innate neatness and clear-cut modeling are most admirable, approaching a technical art perfection of line and contour which is

not so often achieved by the hurrying necessities of the American pace.

American typographers and artists have for some years now copied the German conception of "squaring up," and the result is very satisfactory. It has quietly become a typographical principle with us, until we scarcely realized it was German in origin.



The small ads, with their one-line border effects, suggest an interesting variety from the box borders, which have been overdone in this country. There is no shadow of reason, usually for a border on a full-page magazine ad, unless it is of the ingenious circle variety illustrated herewith, and thus serves a special purpose.

AMERICAN ADVERTISING IN
THE ORIENT.

The trouble with American trade in China, or rather our failure to get as much trade as we ought to get, according to Consul Henry D. Baker, is that more pictorial advertising is needed. Mr. Baker, who has been making a study of the psychology of the Chinese in a business way, says the Chinese appear to have a fondness amounting almost to a veneration for pictures, and foreign art especially excites their attention because of its difference from what they are accustomed to. The people of China, says Mr. Baker, have an especial fascination for calendars, and they never throw away a well-illustrated one, but always keep it in a prominent place.

But while it is well to remember that the Chinese like pictures, Mr. Baker advises that some attention be paid to the tastes or prejudices of the people. For instance, one American company made a serious mistake in using pictures of a dog in advertising posters. Dogs in China are mainly distinguished as street scavengers, and are not cherished as family pets.

Mr. Baker says that pictorial advertising makes it easier for American manufacturers to popularize their trade-marks, and once a certain trade-mark is popularized no article in that particular line will be bought unless it bears that trade-mark.

That the Japanese are imitating American methods of advertising by big posters, big signs which can be read from railroads and electrical illuminations at night is asserted by Mr. Baker. The most common picture noticed by Mr. Baker was of a lady dressed in the costume of the Far East in company with a lady in the costume of the Occident. Not only feminine attractiveness, but also flowers, scenery of mountains, rivers and the sea and other things considered beautiful are used for purposes of pictorial display advertising.

The Chamber of Commerce, Birmingham, Ala., has launched an advertising boom in the interests of that city and has offered a \$200 prize for the best design for an emblem "typifying a united people co-operating in building up a great city and expressing this spirit of co-operation among its entire citizens, as well as to foretell the future of Birmingham as one of the country's greatest manufacturing centers."

At the recent Michigan Press Association convention, A. B. Glaspie, of the Oxford Leader, denounced the proposed magazine postal increase as unfair and as indicative of what later would be done to newspapers.

W. S. Voorsanger, of San Francisco, will shortly start a new paper called the San Francisco Sun, it is said, to be owned by the Democratic State Committee.

Change of Closing
Date by American
Home Monthly

In the future the advertising forms of the *American Home Monthly* will close on the 1st of the month, instead of the 5th, for the issue of the month following.

This change is necessitated by the great increase of advertising, which naturally adds to the labor of obtaining copy and of looking after other details connected with assembling the advertising columns of a magazine.

Advertising in the *American Home Monthly* costs 40 cents a line flat for 100,000 copies guaranteed monthly, which are distributed throughout the country among intelligent and progressive women of the middle class.

Advertising forms for the May issue will close on the first of April.

Charles H. Ridder
Adv. Mgr.

AMERICAN HOME
MONTHLY

27 Spruce St., New York

crease in the number of buildings being erected in New York over one, two and three years previous. The conclusion was self-assertive, that the association had just so much more suffering to alleviate.

The copy has always been seasonable. For instance, a blizzard struck New York, December 25th and 26th last. The papers of Monday morning, the 27th, contained this copy: "Storm Sufferers Can Be Quickly Aided by a Check Sent To," etc. It had been telephoned to the newspaper offices. The Paris flood presented the opportunity for such headings as: "Submerged by the Rising Tide," and "The Rising Tide of High Prices." During January, the papers were full of news about corporation dividends. It suggested copy to this effect: "\$240,000 in Dividends Distributed. Will the Recipients Remember the Suffering Poor?" Some day the streets of New York will be very slippery with a coating of ice. Horses will be falling everywhere. The papers that afternoon and the following morning will run copy along these lines: "The Horses Are Falling. Anyone will lend a hand to help them up, but how many will do their little to help a human being?"

This means business methods applied to charity work. The time is coming when more organizations of the kind will be following the A. I. C. P.'s example. Mr. Greene is the recipient weekly of many letters of inquiry from charitable and religious organizations, many of them noted heretofore for the "blue-blooded" ideas about advertising. A few years ago they would have held up their hands in holy horror at the suggestion of an advertising campaign. Now they all want to know the details.

There is another notable fact about the A. I. C. P. ads. Every attempt is made in them to present conditions in as cheerful a manner as possible. Thus, it is "Smiling" Joe; not "Unfortunate" or "Crippled" Joe. From first to last, the ads talk about "Buying Happiness" as compared with

"Offsetting Misery and Wretchedness." Charity-giving is made just as pleasant as possible. Thus the A. I. C. P. ads frequently furnish what might be called pre-digested charity suggestions. One ad was headed: "The Dollar Philanthropist." It enumerated many things a dollar would accomplish. There are thousands of persons who can only give a mite. They think their mite inconsequential and so usually refrain from giving any. These

January Dividends

Can they be invested to better advantage than in saving and uplifting human life?

We know of many worthy families in pitiful distress during this cold weather.

Send check to R. S. MIN-
TURN, Treas., Room 210,
No. 105 E. 22d St.

R. FULTON CUTTING, President.
N. Y. ASSOCIATION FOR IM-
PROVING THE CONDITION
OF THE POOR.

\$1 Philanthropists

We depend on the average man
\$1 can feed two hungry children and
their mother two days.

\$1 gives coal to keep a destitute family
warm two weeks.
4,000 families are in our charge.

Will You Care for One?

Please send to-day to R. S. Min-
turn, Treas., Room 210, No. 105 E. 22d St.

N. Y. ASSOCIATION FOR IMPROVING
THE CONDITION OF THE POOR.
R. FULTON CUTTING, President.

EXAMPLES OF GOOD NEWSPAPER COPY.

people are got at, just like the grains of metal in sand, by a great magnet. Other ads illustrate how various sums, ranging from 25 cents to \$125, can be used to good advantage. The association always offers to inform contributors just how their money is used. Such an offer compares with the "Money-back-if-not-satisfied" offer of commercial houses. A small proportion ever asks for this information, but the mere offer of it instills much confidence.

The so-called "island" position is always preferred by Mr. Greene

for his newspaper ads. He is always willing to pay more in order to get it. The ads are invariably keyed. These are other considerations as regards charitable advertising which are summed up by Mr. Greene as follows:

Charitable advertisements should be

1. Of sufficient educative value to justify their use apart from financial returns.

2. Brief—as a rule, not over two inches, single column.

3. Prominent by position—surrounded by reading—rather than of large size but lost in the other advertisements.

4. Headed so as to catch the eye and stay in the memory.

5. Timed so as to take advantage of special occasions, seasons and weather.

6. In good taste as to idea, expression and typographical display.

7. Keyed so that returns from each advertisement or publication can be traced. This may be done by some variation in the address of the treasurer.

About the results, Mr. Greene positively knows, for instance, that, on an appropriation for ad-

vertising of \$1,665.55, as many as 1,255 individuals have been known to give \$11,225.02. Most of these individuals were "new" givers, that is persons who had never before given to the A. I. C. P., many of them never to any charitable association. This makes no accounting, either, of those in other cities who have been induced to give to local charities as a result of these ads and who have written the association to that effect. There are undoubtedly many who have given money similarly and have not made the fact known. One business man, not a New Yorker, gave \$5,000, explaining that an organization which had the enterprise to present its work in such a manner could be trusted to make good use of the money.

→→→
The North Shore Ferneries, Beverly, Mass., are sending orders direct to a list of class publications.

THE 3 GOOD BIG GERMAN PULLERS

THE WESTLICHER HEROLD

LARGEST GERMAN CIRCULATION IN THE NORTHWEST

THE SONNTAGS WINONA

LARGEST GERMAN SUNDAY CIRCULATION IN THE NORTHWEST

VOLKSBLATT DES WESTENS

The Cheapest German Weekly Newspaper in the World. Only 50 Cents per Year CIRCULATES IN EVERY STATE IN THE UNION AND CANADA

See that they are on your list.

Write us for rate cards giving circulation of each weekly by states.

WESTLICHER HEROLD PUBLISHING COMPANY - - WINONA, MINNESOTA

The Best Advertising Mediums among the German reading public in Kansas, Oklahoma and Southwest Missouri.

Advertising Rates for any or all of the Papers and Sample Copies will be Furnished on Application.

German Publishing House

John Hoenscheidt, Proprietor
WICHITA, KANSAS

Publisher of the following German Weekly Papers:

WICHITA HEROLD, Wichita, Kansas

Kansas Staats-Anzeiger, Atchison, Kans.; Pittsburg Volksfreund, Pittsburg, Kans.; Presse, Great Bend, Kans.; Kingman County Telegraph, Kingman, Kans.; Marshall County Courier, Marysville, Kan.; Oklahoma Pioneer, Oklahoma City, O. T.; Kingfisher Journal, Kingfisher, O. T.; Oklahoma Staats-Zeitung, El Reno, O. T.; Oklahoma Post, Guthrie, O. T.; Joplin Tribune, Joplin, Mo.

WHY "CUTICURA" AND "OMEGA OIL" ARE USING MANY GERMAN PAPERS.

THE GERMAN TRAIT OF "SOMETHING TO RUB IN" A POWERFUL TRADE FACT—GERMAN DRUGGISTS LITTLE GIVEN TO SUBSTITUTION—LISTS OF MEDIUMS USED BY BOTH ADVERTISERS.

When the thrifty German lands in New York he brings with him certain old-country notions and habits of mind which make him readily disposed to buy some of the preparations put out by American advertisers. Back in the Fatherland "mother" is the doctor. She has in her cupboard all kinds of prescriptions which the family has used for generations. If there is any ache or pain of the ordinary kind, which in America would bring a doctor, she brings out some homely old remedy in which she has faith.

The German is ready enough to put behind him as part of his past his political adherence to the Fatherland. He is ready to cut loose from most of the ties that bound him to the old country, but he will not desert his native tongue or his habit of reliance upon family remedies. This fact, more than anything else, explains the large amount of medical advertising now running in German papers.

Take Omega Oil, for instance. The Americanized Germans reading their German dailies or weeklies are proving to be large buyers of this remedy. Like their old home medicines, this is something which they can use themselves. As one of the managers of the Omega Oil concern said, the Germans like the remedies which they can rub on, which they can apply with their own hands, and which have no mystery about them.

Omega Oil is something which has been consistently "rubbed into" the attention of the German buying public in America. Dailies and weeklies have been liberally used. The following are some of the German papers on the Omega

Oil list: The *Abend Presse* and the *Freie Presse*, of Cincinnati; the *Wächter und Anzeiger*, of Cleveland; *Germania*, *Germania Abend Post*, and *Sonntagspost*, of Milwaukee; the *Westlicher Post* and the *Mississippi Blatter*, of St. Louis; the *Staats-Zeitung*, the *Freie Presse* and *West-und-Doheim*, of Chicago; the *Staats-Zeitung*, the *Morgen-Journal* and the *Herold*, New York, and numerous weeklies.

A list as large or even larger than this is being used by Cuticura Soap in order to reach the German trade. The advertised curative quality of Cuticura appeals to the German. The last thing the thrifty German, who loves to keep his dollars and his dimes at home, likes to do is to pay out perfectly good hard cash for a doctor. Cuticura is always before him in the papers he reads, so he goes to his drug store and gets it.

It is stated that Germans who keep drug stores—and there are thousands of them in the country—are less given to substituting than native Americans. When a German customer asks for Cuticura he gets Cuticura and not some other remedy which may pay the druggist more. Thus the German druggist lends ideal co-operation to the advertiser.

Cuticura copy is carried by all German papers, practically, daily and weekly. Among others on the list are:

The Chicago *Abend Post* and *Staats-Zeitung* (three editions); the *Sonntags-Winona*, the *Volksblatt des Westens* and the *Westlicher Herold*, Winona, Minn.; *Amerika*, *Anzeiger des Westens*, *Mississippi Blatter*, *Westliche Post*, *Abend-Anzeiger*, *Herold des Glaubens* (Catholic), St. Louis; *Freie Presse* and *Deutsch Amerikanischer Farmer*, of Lincoln, Neb.; *Herold*, *Staats-Zeitung* and *Morgen Journal*, New York; *Abend Presse*, *Freie Presse*, Cincinnati; *German Gazette* and *Demokrat*, Philadelphia; *Wächter und Anzeiger*, Cleveland; *Germania*, *Abend Post*, *Herold*, *Sonntagspost*, *Acker und Gartenbaum Zeitung*, etc., Milwaukee.

LUNCHEON FOR NEW PAS- SENGER AGENT.

The new general passenger agent of the New York Central Lines, Gerrit Fort, who assumed office February 1st, was tendered a luncheon by H. L. Lesan February 26th in New York City. L. F. Vosburg, assistant general passenger agent, appointed with Mr. Fort, was also a guest.

Interesting and humorous speeches were made by R. H. Davis, of *Munsey's Magazine*; Louis Wiley, of the *New York Times*, and G. S. Campbell, president of the Night and Day Bank, and others. Everybody told everybody else genially how they would run each other's business. Those present were: George H. Hazen, *Century Magazine*; E. W. Hazen, *Saturday Evening Post*; J. J. Hazen, *McClure's Magazine*; Curtis Brady, *McClure's Magazine*; R. C. Wilson, *American Magazine*; Robert Frothingham, *Everybody's Magazine*; C. D. Spalding, *McCall's Magazine*; David G. Evans, *Success Magazine*; S. Keith Evans, *Woman's Home Companion*; Melville E. Stone, Jr., *Metro-politan Magazine*; W. T. Dewart, *Munsey's Magazine*; J. R. Mix, *Scribner's Magazine*; James Rodgers, *Harper's Magazine*; Howard Ruggles, *Hampton's Magazine*; R. H. Davis, *Munsey's Magazine*; W. A. Deering, *New York Sun*; E. R. Cox, 1 Madison avenue; Frank C. Hoyt, Outlook Company; H. D. Wilson, *Cosmopolitan Magazine*; John S. Phillips, *American Magazine*; E. J. Ridgway, *Everybody's Magazine*; George W. Wilder, Butterick Company; Henry L. Stoddard, *Evening Mail*; Conde Hamlin, *New York Tribune*; William Donahue; Seward Prosser, Astor Trust Company; S. S. Campbell, Night and Day Bank; Francis H. Sisson, American Real Estate Company; Don Seitz, *New York World*; W. J. Pattison, *Evening Post*; Louis Wiley, *New York Times*; H. K. McCann, New York Telephone Company; T. Y. Crafts, *New York World*; Bradford Merrill, *New York American*; J. E. Ridder, *Staats-Zeitung*; H. F. Gunnison, *Brooklyn Eagle*; Samuel Strauss, *Globe*; William C. Freeman, *Evening Mail*; E. D. DeWitt, *New York Herald*; William Holmes, *New York Press*; L. B. Palmer, American Newspaper Publishers' Association; John O'Mara, O'Mara & Ormsbee; Louis De Veau, *Century Magazine*; J. D. Pinkham, *New York Tribune*; E. A. Westfall, *The Globe*; Gay Bradt, *New York American*; C. B. Hunt, C. B. Hunt Agency; Paul Block, Paul Block Agency; H. E. Willer, New York Central R. R.; P. V. D. Lockwood, New York Central R. R.; J. R. Kathrens, H. E. Lesan Adv. Agency; E. K. Gordon, H. E. Lesan Adv. Agency; Tudor Jenks; R. H. Shone, H. E. Lesan Adv. Agency; George Ethridge, The Ethridge Company; J. G. Kitchell, The Ethridge Company; Robert E. Farley, Scarsdale Estates; A. W. Pye, Clyde Steamship Company; A. L. Fenton, Clyde Steamship Company; R. C. Caples, New York Central R. R.; A. W. Dodsworth, *Journal of Commerce*; John Schroers, *Morgen Journal*; H. S. Houston, *World's Work*; William S.

Bird, *Review of Reviews*; Horace Dumas, *Ladies' World*; E. C. Patterson, *Collier's Weekly*; E. P. Call, *New York Times*; T. S. Hand, Hand, Knox & Co.; Thomas Conklin, Verree & Conklin; Conde Nast, *Vogue*; W. P. Tuttle, Jr., *St. Nicholas Magazine*; J. H. Collins, of *PRINTERS' INK*; B. H. Ridder, *Staats-Zeitung*; J. H. Hawley, *Associated Sunday Magazines*; Walter P. Wheeler, *Associated Sunday Magazines*; Charles M. Knox, Knox Gelatine Company; W. H. Mann, *Munsey's Magazine*; Barron G. Collier, Street Railways Advertising Company; J. K. Fraser, Street Railways Advertising Company; G. K. Geyer; Thomas Clarke, Jr., Night and Day Bank; Alfred Ethridge, The Ethridge Company.

JUDGMENT FROM A GOOD JUDGE.

THE DES MOINES CAPITAL.
Circulation 41,000. Largest in the State.
DES MOINES, IA., Feb. 22, 1910.

Editor of PRINTERS' INK.

I have been a reader of PRINTERS' INK for a great many years. I have recommended it to a great many young men who were studying advertising problems. It seems to me that PRINTERS' INK's growth in the past year has been very remarkable, both in the character of its news articles and the value of its advertising.

These words of praise are not sent with the intention that they be published, but a sincere expression of my opinion.

With most cordial good wishes for its continued prosperity, I remain,
LAKE YOUNG, JR.

The Ramsay Calendar & Printing Company, St. Louis, has been incorporated with a capital of \$10,000 by W. W. Ramsay and others.

The *Evening Capital*, of Annapolis, of which William M. Abbott is owner and publisher, has purchased the *Maryland Gazette* from Philip E. Porter.

The Manufacturers Publicity Association, of Pittsburg, had an interesting session February 11th, at which Robert Frothingham and others spoke.

Spear & Co., Pittsburg, are conducting a campaign in a big list of mail-order and women's publications. H. W. Kastor & Sons, Chicago and St. Louis, who are handling the account, are sending out orders for three insertions. One hundred-line display copy is being used.

The Distillers Brokerage Company, Kansas City, Mo., is conducting a campaign in a big list of daily newspapers and weekly editions of dailies published in the Middle-West and South, advertising mail-order whiskey. Orders for 150-line display copy are being sent out by the Kansas City office of H. W. Kastor & Sons.

2 Reasons Why

This Paper Should Be on Your List.

1—Exclusive Field.

No other medium exists to reach the thrifty German people of German-American Newark, the metropolis of New Jersey, and the center of a 600,000 population.

2—Local Advertising Strength.

We believe it carried more paid advertising last year than any other German daily in America—12,088 columns.

*One Schedule of Rates for All—Ask for it.
All English copy carefully translated—Free.*

New Jersey Freie Zeitung

Published Daily and Sunday for 52 Years

At Newark, New Jersey.

FIGURES that show how thoroughly one newspaper covers its ter- ritory.

Greater Omaha has a population of 190,000. The number of families is about 38,000.

The World-Herald has a net city circulation of over 24,500, total circulation 52,000.

The World-Herald's circulation is all paid. No "returns" allowed. No free list.

The World-Herald's city circulation is much the largest of all the Omaha papers.

Last December the Omaha merchants offered to investigate local newspaper circulations. The World-Herald accepted. **The Bee refused.**

It's the World-Herald in Omaha!

VERREE & CONKLIN (Inc.)

Representatives

New York and Chicago

If you have an Office Appliance to sell

—there are, at the most, just a few men in each business house who have any voice in the matter of its purchase. As a class, these men are unusually hard to reach with advertising. But examine any recent number of

The **BUSINESS WORLD**

and you will see a magazine that appeals strongly to these men who buy such goods as yours. It goes straight to their desks, and your advertising can go with it.

THE RONALD PRESS CO.
Publishers

229 Broadway New York

HOW BANKERS ARE USING AD- VERTISING TO FIGHT POS- TAL BANKS.

It is no easy task to attempt to combat with publicity a government, or, at least, an administration and party (the Taft platform and the Republican party platform had a postal savings plank provision).

William Hanhart, secretary of the Savings Bank Section of the American Bankers' Association, New York, is conducting a mail campaign of considerable size against the postal banks idea. He has flooded the mails with literature aimed to counteract the administration. The fun began about two years ago, when the postal savings bank agitation took on really serious proportions, and the bankers' association foresaw the danger. There are some 18,000 institutions of the United States which receive savings accounts. They include 8,268 State banks, 627 mutual savings banks, 913 stock savings banks, 6,592 national banks, 998 private banks and 863 loan and trust companies. Besides these, there are 164 clearing houses; there are some 6,000 building and loan associations; and there are many credit men's associations. Each and every one of these institutions, whether included in the membership of the American Bankers' Association or not, has been approached by mail with literature of all sorts many times.

Institutions and associations have been urged to pass resolutions criticising the administration's attitude as regards the postal savings banks proposition. They have been supplied with short petition blanks upon which to get the signatures of their most prominent depositors—merchants, manufacturers, grocers, etc.—and which they have been asked to forward to the Congressmen and Senators whose constituents are represented among the signers. The blank petitions have room for about fifty names. Over 1,000 of these completed lists are known to have been forwarded to Washington, and probably an equal number have been forwarded but have not been thus reported at the Bankers' Association office.

A PEEVE FROM A PEEVED PEEVER.

JOSEPH P. DAY.

Real Estate.

New York, March 1, 1910.

Editor of PRINTERS' INK:

Where is my PRINTERS' INK? Am I under-subscribed, or is your subscription clerk over-zealous? It does not do any good to keep it from me on the theory that my appetite for it will increase. I want it now. I need it in my business.

Before the man who lops off names on the list lets fall his fell snicker-snack, he should at least give some warning. *No warning! No PRINTERS' INK! No nothing! Just vacuum.*

Stop it! That is, I mean stop stopping it. You know what I mean, anyhow. I am trying to say, "Keep it coming."

Yours peevedly,

GEORGE W. WHARTON,
Advertising Manager.

RECORD FARM ADVERTISING IN
ORANGE JUDD GARDEN
ANNUAL.

ORANGE JUDD COMPANY.
SPRINGFIELD, MASS., Mar. 1, 1910.

Editor of PRINTERS' INK.

I believe we have just issued the largest single issue, from an advertising standpoint, ever issued by an agricultural publisher. I mean the *Garden Annual* issue of the Orange Judd weeklies of this year (the sixth annual issue gotten out.) It contains eighty-four pages with covers in three colors. It contains, to be exact, 199 columns or 85,024 paid agate lines.

There are represented seventeen full-page advertisements, besides one double spread. The total edition of the *Garden Annual* of the Orange Judd weeklies this year is 840,000 copies, and this number of papers represents some interesting facts.

First—The number of pounds of paper required to print this issue was fifty-five and one-half tons, which is equal to over three carloads.

Second—If these papers were piled one upon another they would reach to the height of over 5,300 feet, or nearly ten times as high as Washington Monument.

Third—If each page in each paper in the entire edition were laid end to end, they would reach from Boston to San Francisco and then up to Portland, Ore.

Fourth—If these pages could be used for a border of a square tract of land, they would enclose 770 square miles, or 379,456,000 acres.

Fifth—If this edition were bound up into volumes, each one the size of Webster's Dictionary, they would make 16,050 volumes.

Sixth—If the pages were laid out in the form of a square, they would cover a surface of 326 acres.

Seventh—If the paper represented in this edition could be made up into one roll the width of our page, and wound as tightly as possible, it would make a roll over 58 feet in diameter.

It is also interesting to note that the issue this year contains sixty columns more than last year, and over one hundred more than two years ago. We are starting in even now to make 1911 beat this year's record.

Don't you think this *Garden Annual* volume of advertising is a great broadside argument, both for our papers and for the farmer as a market?

WM. W. WHITNEY,
Vice-Pres. and Adv. Mgr.

The *Daily Consular and Trade Report*, issued by the Bureau of Manufacturers, suspended February 27th, and became a weekly. It has been issued for over thirty years. Congress has neglected to provide sufficient funds for it. It has a circulation of about 10,000.

The Pierce papers, Des Moines, Ia., have just installed a new \$40,000 Scott perfecting press, printing eighty pages in three-color, with cover.

THE ROCHESTER
DAILY ABENDPOST

(consolidated German newspapers of Rochester) has the largest circulation of any German newspaper between New York and Cleveland.

It is read exclusively by the bulk of the

56,000

prosperous Germans of Rochester and by many Germans in the surrounding towns.

It is an up-to-date newspaper of which the Germans of Rochester and Western New York are proud.

Practically every local advertiser and many foreign advertisers use liberal space in the DAILY ABENDPOST. Results have proven to them that it pays to do so.

There are but few cities in the United States with as large a German population as Rochester covered by one German newspaper.

Every Sale a Big
One

When you sell your goods to German Catholic Institutions (Hospitals, Colleges, Churches, Girls' Academies, Monasteries, etc.) you don't sell piecemeal, but in *large quantities*. Your advertisements in

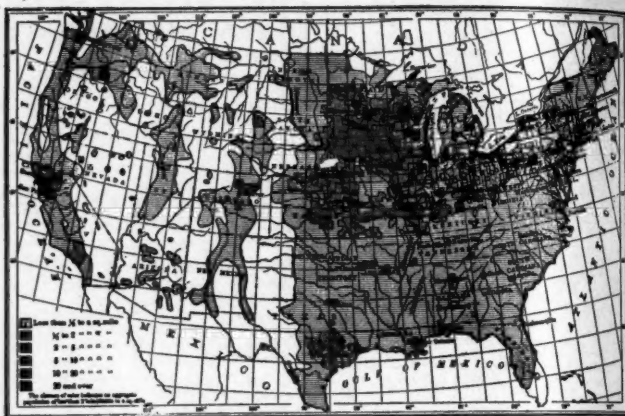
St. Joseph's Blatt

will reach everyone of these Institutions—and there are hundreds of them—in addition to reaching the homes of German Catholic families. You can obtain some valuable information regarding this field by writing me.

Published by the

Benedictine Fathers

RALPH C. CLYDE, Adv. Manager
306 Goodnough Bldg., Portland, Ore.



DISTRIBUTION OF GERMANS IN UNITED STATES (MAP PREPARED BY PROF. FAUST, OF CORNELL UNIVERSITY).

FACTS ABOUT THE GERMAN ELEMENT.

Everybody knows that Germans are numerous in Milwaukee, St. Louis, Cincinnati, Chicago and New York, but everybody does not know so well that there are heavy percentages of Germans in the lesser cities.

Take Cleveland, for instance. Fully forty per cent of the entire city is German. In actual number of Germans, Cleveland ranks sixth in the United States—following immediately the cities above named. Seventy German churches and 210 German societies flourish in this city and 44.9 per cent of *all* the homes in Cleveland are owned by Germans.

Then there is Rochester, with 56,120 Germans. There are 116 German societies and thirty churches. Forty-seven and 5-tenths of the Germans own their own homes, whereas only 34.5 of Americans do. A larger percentage of Germans are in Rochester than in Chicago, New York, Baltimore, or Pittsburg.

Detroit, Newark and Toledo have heavy percentages of Germans, while Philadelphia is also far more German than commonly supposed. There are 350,000 German-speaking people there, and 60,000 own their own homes. Strawbridge & Clothier and Wanamaker have been using German newspapers, one of which alone claims a 700,000-line gain in 1909.

These conditions are simply reflective of other cities, statistics concerning which are published herewith.

Two-thirds of Cincinnati is German; three-fifths of Milwaukee, three-fifths of Louisville and half of Baltimore, on the authority of Professor Faust, of Cornell. Indianapolis has 35,000 Germans, Syracuse 25,000, Dayton 24,000, Toledo

40,000, Detroit 88,000. These figures only refer to those of one or both *German-born parents*. It is proper to multiply by two to get real German-speaking figures.

One great reason why the German is so important a foreign language factor is the fact that German is such a universal foreign language. Germans, Swiss, Hungarians and Austrians are *compelled by law* to study German in the German Empire; and many Bohemians, Russians and Slavs in this country turn to German papers.

The following are the latest obtainable figures. The population is of 1908, but the German figures are earlier, so that a ten per cent addition to them is entirely fair.

	Total Population.	German Speaking.
New York and Brooklyn	4,338,322	1,196,465
Chicago	2,166,055	572,040
Philadelphia	1,491,082	247,661
St. Louis	674,012	223,579
Milwaukee	327,873	188,238
Cleveland	491,401	154,061
Cincinnati	349,316	147,849
Buffalo	391,629	132,909
Baltimore	568,571	122,833
Detroit	376,174	106,877
Newark	302,324	94,040
San Francisco	507,000	91,755
Pittsburg	547,523	83,567
Jersey City	248,468	59,317
Rochester	193,111	56,120
Allegheny		51,993
Louisville	233,069	49,507
St. Paul	217,397	48,487
Toledo	169,366	45,006
New Orleans	323,157	37,226
Boston	616,072	35,539
Hoboken	69,180	33,013
Minneapolis	297,527	29,051
Reading	95,201	27,300
Allentown	41,595	28,000
Harrisburg	55,735	24,000

TEAM WORK BETWEEN SALES AND ADVERTISING OFFICES.

DIRECT CONTACT OF SALES FORCE INVALUABLE TO ADVERTISING—ARTIFICIALITY OF ADVERTISING REMEDIED BY SALES POINT OF VIEW—CUTTING—UNITED FRONT NECESSARY TO MEET COMPETITION SUCCESSFULLY.

By A. H. Barkerding.

Vice-President and Sales Manager, Mitto & Volger, Inc. (Carbon paper and ribbon manufacturers.)

There is no doubt that these two important departments of business—the advertising office and the sales force—should be most intimately associated; in fact, should go hand in hand, one depending on the other for suggestions. The salesman on the road, coming, as he does, in direct contact with the actual conditions existing in the sale of his line, is in the best position, undoubtedly, to suggest to the advertising man a line of thought which, if attractively put out by his department would be of mutual advantage; the concentration of the two forces thus securing a larger proportion of new business.

As it is now, it appears to me that the ad man works along his own specific lines in exploiting to the very best of his ability the goods sold by his firm, and the salesman pursues his way in selling them. Now, by bringing the two into more intimate relations, one could undoubtedly help the other. Very often a bit of artificiality existing in an ad would not be there had there been some suggestions given by the sales force, and in developing two thoughts, as it were; or, in other words, if the two ideas of the two sides were closer together and working in co-operative unison the results would seem more spontaneous.

The salesman, as stated, coming in contact with the actual conditions on the road, is in a position to judge whether the methods others are pursuing would contain a hint of helpfulness to

him. If it does, a hint of this kind conveyed to the ad man, without destroying the originality of his own ideas, would appeal to him as a suggestion that would, on numerous occasions, enable him to develop such suggestions along lines of great advantage. A good salesman should be able to suggest certain ideas that would aid wonderfully in illustrating by word pictures certain special merits to be found in the goods along the lines that he has developed as a talking basis regarding his goods, which if properly understood and exploited in advertising, would lead to making a hit.

Of course in discussing this topic we must consider whether the ad force is an actual department of the business, because if not, the close intimacy that is desirable between the two factors is not as feasible; but I believe that it can be shown that the two should work hand in hand, as it must be recognized that to-day these two forces are the most vital in business, even to the extent that would lead me to say that perfect co-operation between the two will, to a large extent, eliminate certain forms of competition, especially that represented by price-cutting; because we must not lose sight of the fact that an article of well-known merit, intelligently advertised, and conscientiously pushed by the salesman, is not as seriously affected by something of a similar nature whose only recommendation is a lower price.

In legitimate competition it becomes even of more vital importance, as, in meeting your competitor on equal ground, it then resolves itself into a matter of who is able to put up the best arguments, and it is on such an occasion that the active co-operation of the two forces will be found very helpful, and the one that is the strongest fortified is usually the winner; in fact, modern conditions affording the best example of the worth of co-operation, it seems to me there is no greater need, therefore, than perfect teamwork between the ad department and the sales force.

THE CHARACTER AND DISTRIBUTION OF GERMANS IN AMERICA.

LARGER "GERMAN" POPULATION THAN USUALLY SUPPOSED, BECAUSE OF INFLUX FROM COUNTRIES ESSENTIALLY GERMAN—PECULIAR HOME-LOVING CHARACTER—REGARD FOR NATIVE LANGUAGE—THRIFT AND HONESTY MARKED.

By George von Skal.

Former Managing Editor New York *Staats-Zeitung*; Author "Amerikanischer Folke."

According to the last census 2,663,418, or almost three and one-half per cent of the inhabitants of the United States, were born in Germany. Of these 939,000 lived in the twelve largest cities, New York leading with 323,343. The enumeration shortly to be taken will probably show a slight decrease because emigration from Germany has been very small during the last decade. These figures are, however, misleading because the Census Bureau limits the term "German" to the inhabitants of the United States who were born within the borders of the German Empire, thus making political and not racial distinctions the basis of its reports. To arrive at a correct result, we must add the Germans who came from Switzerland, from the Baltic provinces of Russia, and from Austria-Hungary. The last named country especially has sent to these shores immigrants in large numbers who are German in race, habits, language and views. No figures exist which enable us to estimate correctly the numerical strength of this element, but we know that it has largely increased of late, and that, if it were counted as German, the new census would not show a decrease of the percentage of the inhabitants who are of German birth.

From the figures quoted the deduction may be drawn that less than one-half of the Germans live in cities, basing our estimate on the fact that the twelve largest cities contain more than 28 per

cent of the whole. With the exception of the Scandinavians, no other race has sent such a large proportion of immigrants into the country districts, and consequently done so much for the development of the United States and the conquest of the uninhabited West.

It would be rash to assert that the German immigrant is, on the average, more successful in regard to things material than the others, but it can be stated without hesitation that but a very small percentage fails to achieve a certain independence. With the exception of the large cities where the flotsam and jetsam of all nationalities accumulates, the German element is always and everywhere prosperous, sometimes in a small way, it is true, but with sufficient means to live well, to enjoy life, and to pass the years remaining after a life full of work in ease and comfort. The thriftiness of the German is well known, but it interferes very rarely with his enjoyment of the good things the world has provided. He does not live beyond his means, but he is not, on the other hand, satisfied with what is absolutely necessary to keep body and soul together. While the German, for instance, is very seldom guilty of extravagance in dress, he considers it his duty to make as good an appearance as his circumstances will permit. He provides for his wife accordingly, and she insists that her husband dresses as well as he can afford. The same bent may be observed in other respects. The German home may not be luxuriously furnished, but it will certainly show the desire to make it attractive; the table will perhaps not be covered with silverware and flowers, but the viands are sure to be plentiful, well cooked and wholesome. The desire for decorations is not so large or outspoken, but everything that is attractive and at the same time serves a useful purpose, appeals at once to the German family and is readily purchased. The Germans are perhaps more careful and slower buyers than others because they know what they want and are willing to wait for it,

but they spend a considerable percentage of the means at their disposal upon things that go to make life agreeable.

They are home-loving, and outside of the great cities, where only the well-to-do can live in their own houses, the large majority own their homes. Even in the cities they go to the suburbs if they are not compelled to dwell close to their places of business. In New York and Chicago, as well as other places with a large German population, this element preponderates in the districts where small houses may be bought by people with moderate means. They are extremely fond of flowers, and the ardent wish to own a place where a little garden may be planted never leaves them. This is the principal reason why the percentage of Germans is so high among the buyers of unimproved real estate on installments. They are content to wait until the dream of a little house with a few flower beds, that is always present and helps to keep up courage during the long and weary years in the city, will come true.

Almost one-fifth of all the Germans in the United States live in the State of New York, viz., 480,026. Illinois has 332,169, and Wisconsin 242,453. Then follow Pennsylvania with 212,453, Ohio with 204,160, Michigan with 125,074, Iowa with 123,162, New Jersey with 119,598, Minnesota with 117,007, and Missouri with 109,282 Germans. This shows that the Middle West has almost fifty per cent more inhabitants of German birth than the East in spite of the decided preponderance of New York. And this again proves the correctness of the statement that a very large percentage of the German immigration turns to agriculture. Wherever land is opened for cultivation, we find the Germans. There are 65,506 of them in Nebraska, and 16,668 in Washington, but only 2,146 in Wyoming, where large areas are owned by single individuals or companies.

These are, of course, not the only reasons influencing the distribution. Germans do not like to

To Get and
To Keep

A Desirable Patronage

tell your story to the
**GERMANS of
CLEVELAND**
through the

Wächter und Anzeiger

For more than half
a century the home
paper of Cleveland's
prosperous German
population.

Your advertisement
in its columns is to
its readers as the
personal recommen-
dation of a friend.

Published by

**THE GERMAN CONSOLI-
DATED NEWSPAPER CO.**

Cleveland, Ohio

go where they are not sure of a welcome, and where their customs and way of living are interfered with. They are quickly Americanized, as far as their political views are concerned. Almost without exception, they procure their naturalization papers as soon as they are entitled to them, and consider it a sacred duty to make good use of their citizenship at all elections. But they remain German in their customs and in the way of enjoying life. The language of the Fatherland is dear to them, and at their gatherings the determination to preserve it and to teach it to their children always finds expression. Many of the songs written by German-Americans deal with this sentiment, which is much more than a fad. It is seldom fully appreciated, or even understood, by Americans, although they love their own language fully as much, if not more. This may at least be deduced from the contempt with which they are wont to treat other languages and all people who do not speak English. If they would consider that others are fully as justified in remaining true to their mother tongue, they would understand why the German in the United States, even after he has acquired a knowledge of English, prefers to speak German and to read not only books but also newspapers printed in his own language.

The effort to perpetuate the German language by teaching it to their children has been acknowledged as hopeless by the immigrants themselves. It would, however, be a grave error to assume that the second generation does not speak or read German at all. While it is true that the majority of the children of German parents cannot read the language of the Fatherland sufficiently well to take an interest in German literature, a by no means small percentage, especially of the daughters of the immigrants, follow their elders and keep themselves informed on the progress of the Empire, using the German newspapers in the United States for this purpose. Americans who

comment on the indisputable fact that very few Germans read newspapers printed in their own language on their way to and from business, do not know that the English paper may be preferred to keep abreast with actual happenings and the news of the day, but that the German paper gives much more and can never be fully replaced by any other publication. As a rule, the head of the German family reads his German paper at the breakfast table, and leaves it at home, to be perused at leisure by the mother and other members of the family.

In the selection of his daily paper, the German follows the same bent of mind that influences all his actions. He wants something substantial, something that will last and furnish food for thought, or has enduring qualities. He is not easily caught by promises and outward appearances, but investigates carefully before spending his money. This does not mean that he is stingy, but he takes good care of his money and wants to know what he is going to get for it before he spends it. The earnestness he applies to everything he undertakes is sometimes a drawback and frequently misplaced, because it tends to make life harder than is necessary, but it is a very valuable quality in spite of all, and it certainly must be reckoned with in judging the German character. If he takes his duties too seriously, he is always ready to enjoy life when the opportunity arrives, and he is very seldom frivolous. Consequently, things without some substantial basis do not appeal to the German.

These traits do not appear in the immigrants from Germany alone, but they are also present in their children and grandchildren. They have, in fact, been preserved for many generations, and can be found to-day in localities settled by Germans a century ago, if they have remained the preponderating element. They have supplied an extremely valuable ingredient to the American character because they tempered the impetuosity which did good service but was

apt to hurry onward without making the fullest use of the opportunities within reach, and too eager in the quest for new adventures and conquests. There is much truth in the statement that the American discovered the opportunities the new continent had to offer, and frequently created them, but that it was left to the German to use them and to construct the firm foundation upon which the magnificent edifice of American progress has been erected.

The praise bestowed upon the German element by all well-informed Americans is fully deserved. Wherever they have settled, they have contributed to progress and prosperity. They are, one and all, loyal citizens of the great republic they have adopted as their only home. Above all, they have the greatest respect for law and honesty, and not only practice these virtues themselves but expect this of all others. They scorn to take advantage of opportunities which arise from dishonest or questionable methods, and whoever desires their friendship or their custom must come to them with clean hands and without pretence of offering what he does not possess.

FOR BETTER AND FOR BETTER.

KNOXVILLE, TENN., Jan. 24, 1910.

Editor of PRINTERS' INK.

Permit us to congratulate you over the elaborate and highly interesting Annual Review Number of your paper issued under date of 19th inst. It gets better all the time.

As a point of illustration I will cite a little story: A young German was taking unto himself a wife and, upon being asked by the magistrate conducting the ceremony if he "took this woman for better or for worse, etc.," replied, "For better or for worse, no; I take her for better and for better."

That is just the reason that I wish to continue my subscription to PRINTERS' INK indefinitely.

J. L. BOWLES.

The *Original Rights Magazine* is the title of a publication from New York City, the incubator and also graveyard of magazines. *Dogs in America* is the title of another new publication to be issued by Frank T. Carlton.

Cincinnati, Ohio

Abend-Presse

Established 1877

Average Circulation in 1909

36,119

Issued every Evening, except Sunday, 8 and 12 Pages.

The Daily Abend-Presse is the only German Evening Paper in Cincinnati. We guarantee the Abend-Presse to have a larger circulation than all other Cincinnati German dailies combined. Its circulation is constantly increasing.

Freie Presse

Established 1869

Issued every morning, 8 Pages or more.

Average Circulation in 1909

11,985

Sonntagsblatt

Established 1869

Average Circulation in 1909

37,808

Issued every Sunday Morning. 36 Pages and more, with large Four-page Supplement printed in colors.

These papers belong to the very best and most influential German papers in the country. None are superior to them. Their value as advertising media has been long established and is recognized by all advertisers at home and very many abroad.

1. Within a radius of 20 miles of Cincinnati, 240,905 Germans have their homes.
2. The German home owners in Cincinnati are 53.9 per cent.
3. Out of a total population of 4,500,000 in the State of Ohio, 837,615 persons are Germans.
4. Any advertiser desirous to reach the very important German element in Cincinnati can do so by advertising in the Daily Abend-Presse, the Daily Freie Presse, and the Sonntagsblatt of the Freie Presse.

Results are sure.

**THE CINCINNATI
FREIE PRESSE COMPANY
Publishers**

The Pacific Monthly

Stands undisputed in the Western field, in ***prestige, circulation and advertising patronage.*** The advertising columns have been growing at a faster rate than those of any other Western magazine.

Nineteen big, national automobile manufacturers used space in PACIFIC during 1909.

The Record for Two Years

Total Volume of National Advertising from the East and Middle West carried by the three leading magazines published in the Far West :: :: :: ::

1909

PACIFIC MONTHLY	620 $\frac{3}{8}$ pages,	5 lines
First nearest competitor	398 $\frac{3}{8}$	16 "
Second " "	295 $\frac{1}{4}$	19 "

1908

PACIFIC MONTHLY	419 pages,	25 lines
First nearest competitor	240	5 "
Second " "	219 $\frac{7}{8}$	18 "

The PACIFIC MONTHLY is the **ONLY** magazine published in the U. S. which *thoroughly* covers the *Far West*. It has a *larger, net paid* circulation in the Rocky Mountain and Pacific Coast States than any other Western Magazine. Add it to your list. *It will pay you.*

The Pacific Monthly Co.

PORTLAND

OREGON

A. M. Thornton,
Manager Dept. of the East
1183 Broadway, New York

G. C. Patterson
Manager Dept. of the Middle West
337 Marquette Bldg., Chicago, Ill.

HOW THE SMALL MANUFACTURER CAN USE ADVERTISING.

WRONG TO SUPPOSE THAT ADVERTISING IS ONLY FOR THOSE WITH A LOT OF CAPITAL—INSTANCES OF SUCCESS FROM SMALL START—USING NEWSPAPERS TO START—WORKING UP TO NATIONAL MAGAZINE ADVERTISING.

By George Frank Lord.

The average small manufacturer's conception of advertising is that when done effectively it requires large capital, and, hence, is beyond him.

While it is true that most unsuccessful advertising campaigns are those of small manufacturers, and that the failure of these campaigns is usually due to financial inability to carry them out, the fact remains that many of the best-established advertisers started in a very small way.

We know, therefore, that success in advertising a business is possible from a small start: it only remains to analyze the causes of success or failure to formulate plans that will make success probable instead of merely possible.

One chief cause of failure is lack of appreciation of the relative insignificance of the small advertiser as compared with the trade he seeks to influence.

This leads him to try to "shoot an elephant with a popgun," as some advertising man aptly expressed it.

He starts a national magazine campaign, covering the whole United States, with \$2,000 to \$3,000 annual expenditure and then wonders why the result is not satisfactory.

Every manufacturer not in the mail-order business must sell goods through dealers. These dealers become his representatives only when they believe his product is salable to their local customers.

If the product is a staple commodity of superior value, good quality at a reasonable price, with one or the other more favorable than the quality or price of competing staples, it will secure new

dealers if the superior value is brought to the prospective dealers' attention through advertising in trade papers, house organs or circulars.

But if the product is a novelty, or an improved staple, embodying elements that must be brought to the ultimate consumer's notice, the dealer will not stock it until a demand is created or is being created.

The success of an advertising campaign for such an article depends on the amount of consumers' demand per dealer that it creates.

Now it is obvious that \$3,000 worth of demand spread over a territory containing 500 dealers will average but \$6 per dealer in a whole year, and will prove insufficient to force him to stock up. But, if \$3,000 worth of demand is concentrated on a territory containing but fifty dealers, it will average \$6,000 per dealer and will probably force him to stock up.

Therefore, *concentration* is clearly indicated as the basis for success in a small advertising campaign.

As to the mediums and methods to be used—that depends on the product. If it is one that may appeal to almost anyone, newspaper advertising in a good, densely populated territory will be cheapest, quickest, and most effective.

Such a campaign for such an article was recently conducted in the newspapers of one city of half a million population.

In two weeks, advertising to the extent of about \$800 increased the number of dealers from seventeen to more than one hundred. As the minimum order from a dealer was \$7.20, the amount of the orders received was greater than the cost of the advertising, and the ultimate profits due to repeat orders assures the complete success of the campaign.

Of course, the co-operation of the jobber and of the newspaper men was secured, as it always can be under such conditions.

Such a concentrated campaign may be reinforced by circularizing,

posting, window displays, car advertising, etc., depending on the value of the business sought.

Certainly it is better to thoroughly and quickly establish an article in one city than to excite a mild interest in one hundred cities.

Orders are what keep the factory running, and it makes little difference whether the orders come from one spot on the map or from all over the world. With the product established in one center, the advertiser may then duplicate the work in as many other centers as his appropriation will permit.

In a year or two he will have established the product in so many important centers that he can divert his entire appropriation to magazine advertising to sustain the trade secured and gradually add to it. He will then be established as a national advertiser, doing a national business, and will have advanced by positive, tangible results, making his small campaign pay its own way all the while.

In the case of a manufacturer of a product not generally salable, quick, concentrated newspaper campaigns may fail.

If he knows just who the few prospective purchasers are, direct circularization with high-class matter, followed by personal calls of expert salesmen, will be best. But if these prospectives are few and unknown, the use of small space for long periods in the most favorable trade center will be found most effective.

A small expenditure concentrated in one city is as effective in that city as 1/100 of an expenditure 100 times as large distributed over 100 cities.

Hence, if you are financially unable to cover 100 cities with a thousand dollars' national campaign, cover one city with one thousand dollars, and your campaign will be relatively just as successful.

Involuntary petition for bankruptcy was filed against the Paris Modes Company, New York. Robert Ewell was appointed receiver for ten days.

A Y. M. C. A. \$1,000 AD CONTEST.

A thousand dollars in cash awards will be competed for by men of an advertising class soon to be inaugurated by the Educational Department of the West Side Young Men's Christian Association, New York City. Ten prominent firms, all of them national advertisers, have each contributed \$100 to make up the thousand dollars.

Each of the ten firms offers a cash prize of \$100 to the member of the forum who submits the best advertisement, making the award of \$100 each. The firms individually will be the judges in the awarding. Forum members may submit as many ideas as they wish to each firm, and may enter all of the ten contests. The requirements of the companies are a little different. Some of the concerns are looking for matter suited for street-car advertising, others for magazines, but most of the offers are for material for general newspaper publicity.

The ten firms offering cash awards of \$100 each are: American Real Estate Company; Colgate & Co.; Peter Henderson & Co.; Huyler's; National Lead Company; National Phonograph Company; New York Central Railroad; Remington Typewriter Company; Steinway & Sons; L. E. Waterman Company.

The Advertising Forum was opened with a public meeting on March 7th.

WHO MAKES ADVERTISING COINS, ETC?

A. LEE ANDREWS,

Bank Advertising Specialist.

FRANKLIN, PA. Feb. 18, 1910.

Editor of PRINTERS' INK.

Please give me the names and addresses of concerns who make advertising coins of such metals as German silver, "gildine," aluminum, etc. Also the names and addresses of concerns who make die-cut paper advertising goods. I am in the market for 10,000 coins and 10,000 die-cut, pasted-back, mailing cards—a new invention of my own—and am having difficulty in finding some one to make them up for me.

I will greatly appreciate anything you can do for me in the way of putting me in touch with reliable manufacturers of such goods as the above. I read PRINTERS' INK pretty regularly and value it highly.

A. LEE ANDREWS.

The Advance Publishing Company has been incorporated at Nashville, Tenn., to publish a United Presbyterian paper. Dr. J. E. Clarke will be editor.

Frederick Drown, advertising manager for George P. Ide & Co., Troy, denies the report that he has accepted the offer made him to manage the advertising and selling for Reed & Barton. He will continue with Geo. P. Ide & Co.

J. C. Shaffer, Louisville, Ky., has just purchased all outstanding holdings of stock of the Louisville Herald and is now sole owner. The receivership suit has been dismissed by agreement.

Direct Replies

During 1909 we spent \$19,036.61 cash of our current year's earnings to advertise our own advertising services.

This sum was not spent for "Publicity," it was spent to get orders—and it got enough orders so that their profits more than paid for the expenditure.

We believe in direct replies. We believe that vagueness—the lack of that definiteness which will produce direct replies—is one of the serious losses in advertising.

If you will go carefully through a copy of any leading magazine and make a table of what each advertisement is working for, you will see how emphatically the great majority of successful advertisers desire direct replies.

Many ill-advised beginners and a few old advertisers want "Publicity" only, but most experienced advertisers, especially those who have felt the effect of direct replies, work harder each year to increase them.

If you are interested in seeing some of our data on Direct Replies and their relation to sales, write or 'phone.

M.P. Gould Company

Phone 1509 Gramercy

31 East 22nd Street, New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Treasurer, R. W. LAWRENCE. Secretary, J. I. ROMER. General Manager, J. M. HOPKINS. Adv. Manager, F. C. BLISS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. WM. S. GRATHWOHL, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, March 9, 1910.

More Advertising Anarchism

PRINTERS' INK believes in bearding the lion in his den; therefore in this number it answers the Hartford retailer who is waving the red flag at advertising, and it also wishes to reproduce here some typical dilettante, misinformed and somewhat snobbish talk about advertising.

In a recent issue of the *Yale Alumni Weekly* Brian Hooker, a writer of some measure of literary repute, devotes his whole department, "From the Hillside," to a discussion of "the advertising habit." The following are some paragraphs from it:

"Every one who has wares to sell must howl or perish, whether he has any rival or no. Grant him a monopoly, and he must still add his uproar to Babel, or be forgotten in the general din. So they all do it unceasingly; and between them, you cannot hear yourself think. Rock and tree and meadow are made hideous; our eyes are poisoned with tawdriness and our ears with catchwords; even that most beautiful of inventions, the electric light, is turned to base uses; and those who sneer at this point of view as aesthetic and impractical, will pay the penalty in the minds of their children. It is not a trifle; but more to their understanding is this further and perhaps greater evil: that increasingly and in many lines of commerce, the cart is getting before the horse. We spend

prodigally both money and brains, not in economizing production, not in improving the product, but merely in making the sale. Now, if it costs me ten cents to sell you a pair of shoes, then either you must pay ten cents more for them, or they must be worth ten cents less, if I am to make my profit. The modern advertising man or press agent is a man of no small intelligence and energy, a man capable of good use; but he produces nothing, transports nothing, purveys nothing. At worst, he is a parasite: at best, he is an agent. We are glad to pay an agent his commission on such barter as we cannot conveniently arrange for ourselves; nevertheless, it may be time to complain when the commission becomes more than the whole amount of the purchase. And cases are familiar enough to us all in which the selling cost is more than the cost of manufacture. We all know, moreover, that its advertising is the support of a magazine. Circulation is a means to that end; and the reading matter is a means of securing circulation. There are many and plausibly elaborate answers to this economic charge; but nothing comes for nothing in this world, and two and two still make four.

"The worst harm, however, that our excessive advertising does is to weaken the public faith. In the constant presence of exaggeration, familiarized everywhere with the spirit of venal boastfulness, we are flung back and inevitably upon skepticism. We grow so habituated to taking assertions with a grain of salt that we are in danger of mental scurvy."

For a man lolling lazily on the hillside, supported by literary profits made possible by magazine advertising, it is a little unfair to start stones rolling down upon the advertisers laboring earnestly in the valley below.

To much of this talk of Mr. Hooker's (for, of course, it is only talk, scarcely serious argument) the same arguments which are made on another page of this issue to the Hartford retailer will suffice as answer. He has the same old misconception of advertising as waste effort—no understanding of it as labor-saving machinery of distribution. He has not reflected one jot concerning the educative influence of the advertising of concerns the understanding of whose goods can only mean good to the community, and whose ideas of sanitation, dietetics and general domestic economy, when put in advertising and widely circulated, are a great force for general improvement in circulation, as well as for profit.

The manufacture and use of

good merchandise is closely bound up with a nation's progress and welfare. The stimulation of demand for such merchandise is simply stimulation for more civilization. It has cultivated more rational and more comfortable, and therefore more civilized, living in rural districts, and it has weaned, by convincing argument, the washerwoman from her back-breaking washtub and the careless mother from her dangerous nursery diets and methods. It has instilled a desire for music and art in those who never knew what they were, and has been the bulletin board for American invention and ingenuity, so that the mass, as well as a selected few, could enjoy the economies and comforts of life.

As to the spirit of boastfulness, none know better than the best advertisers nowadays that it does not pay to overdraw and exaggerate.

If Mr. Hooker had spoken some years ago, his words would have had more point, but to-day he is obviously venting his rage on a straw man of his own conception.

When Homer Nods

Rogers, Peet & Co. have so often been cited as model advertisers that it was somewhat of a shock to find them coming out in a square attack on competitors. This concern has had the reputation of going along most successfully on the basis of attending strictly to its own business. But a recent advertisement headed "Sox Sense" shies bricks into the enemy's camp with a vengeance. So well does the firm think of this argument that it has been reprinted in circular form for general distribution. Here is the gist of the talk:

In the long run you get from reputable merchants about what you pay for.

But sometimes you don't realize *what* you are paying for.

For example, take socks guaranteed or assured against wear.

The market has been flooded with such offers and speaking generally the purchasers get what they pay for—viz., socks and insurance.

The socks are mostly much heavier and coarser than their buyers have been accustomed to wear, and so outwear ordinary socks—as brogans outwear fine walking shoes.

The "insurance" idea is further elaborated upon, the inference being that a guarantee on merchandise (*i.e.*, "insurance") amounts to nothing and is therefore not worth paying for. In a sense, all advertising is a form of insurance. For example, the writer was induced to become a charge customer of Rogers, Peet & Co. by the tone of their advertisements, believing them to be a square house, ready to make good any deficiency in their merchandise, and such has proved to be the fact. That is precisely why most people advertise,—to build up a *reputation for reliability*. It, therefore, ill becomes an advertiser to reflect upon advertisers' guarantees in general. The public wants to feel *safe* in its purchases, wants to know that somebody *stands back* of the transaction. It is a basic principle in modern merchandising.

The success of Holeproof, Everwear, Ironclad and other "insured" socks is attributable to the emphasis which has been placed on the guarantee feature and the good advertising which has backed it up. If Rogers, Peet & Co. are feeling the effects of this competition (not an unfair inference in view of their own advertisement), the remedy does not lie in attacking the guarantee principle. Consumers want the so-called insured goods and are willing to pay a reasonable price for the insurance.

With just as much reason, an East Side clothier could say that when you buy from a house like Rogers, Peet & Co., you are paying something for the assurance of satisfaction,—*"Go to Cohen's and save the insurance."*

The guarantee in definite and specific form is one of the best pulling features that can possibly be introduced into an advertisement. It overcomes the skepticism, the hesitation and the inertia of the customer. Not only in socks but in many mail-order propositions, in department stores, in pianos, in safety razors, in kitchen stoves and other widely varying lines, the guarantee or insurance against dissatisfaction is the meat in the cocoanut. The

public appreciates an honest guarantee, will pay a fair premium for it, so why is it not better policy for an advertiser to fall in line rather than to rail at the success of guaranteed goods?

Stirring Up the Germans

Germany has just waked up to the fact that the big American Exposition, coming off in Berlin in a few months, is in reality a big American advertising scheme of much importance. The other day in the Reichstag a troubled member called attention to the fact that Germany is not only letting the Yankees display their wares in the German capital, but is actually giving it some official support. The Bielefeld Chamber of Commerce has already protested, and it is quite likely that by the time the Exposition is ready, commercial Germany will be raging with Teutonic ferocity. The fact that J. Pierpont Morgan is interested has aroused the phlegmatic German temperament to realization of the scale and scope of the event.

The Germans are as good fighters in business as in war. A battle royal is now on between German oil producers and the Standard Oil Company. An agent is here now to get support from American "independents." The German machinery men have just gotten some very big contracts for coke plants at Bethlehem away from American competitors on their own home ground. In South America Germany has American commerce looking silly compared with its own skill and energy.

How Some Advertising Is Discouraged

The day of "exchange propositions" in advertising is retreating — and for good reasons. Publishers have, innocently enough, looked at the plan from its exterior aspect, as a purely convenient personal arrangement which mattered little either way; but slowly the "real inwardness" of the practice has come out.

Take, for instance, the following extract from a letter going out to publishers from an advertiser of bicycles and sewing machines:

MEAD CYCLE CO.
CHICAGO, Feb. 20, 1910.

ADVERTISING MANAGER:—

As customary for several years past, we offer this season a limited number of our highest grade "Iroquois" Bicycles in exchange for advertising or, if preferred, one of our latest "American Queen" Sewing Machines. Knowing that they will stand comparison and a critical study, we are willing to ship you an "American Queen" Sewing Machine or an "Iroquois" Bicycle at once and take our advertising after you have received the machine. If not fully satisfied, the machine selected may be returned and the "trade" cancelled.

Our advertisement will be a clean, attractive one of bicycles and tires, for which we will furnish a six-inch double-column electrotype, complete, all ready to drop into your forms.

Take your choice of either bicycle or sewing machine, and we will accept three-quarters of the price in advertising at your current rates, you to pay to one-fourth the above price in cash. You may order the bicycle (or sewing machine) at once to come C.O.D. on approval and ten days' trial, and we will refund the cash payment and pay charges both ways ourselves, if you are not perfectly satisfied with it; or we will issue you at once a negotiable credit due bill for the amount of the advertising, which you can use on the purchase of an "Iroquois" bicycle or "American Queen" sewing machine at any time during the year, or you may sell the due bill if you do not need the machine in your own family.

We are making this proposition to a limited number of publications and will withdraw it as soon as we have used 100 machines, which is all we can spare for this purpose this season. If you wish to accept, kindly let us know at once and we will immediately forward electrotype, as the spring is our most valuable time for advertising.

W. M. C. FOSTER,
Mgr. Adv. Dept.

Now, as this letter is most obviously a form letter, not being even addressed to an individual publisher or publication, it is evident that the proposition is not so "exclusive" as one might be led to believe from the letter.

There is no doubt but that from some advertisers' standpoint they have "a good thing" out of exchange advertising. They figure that they get their advertising at a low cost, because they are able to give merchandise in exchange, and also get cash back out of the deal. There are a number of cases where these cash percentages of exchange propositions actually

represent both the cost of the goods and a profit, leaving the advertising as "pure velvet."

The corrosive element in the exchange proposition falls, however, both upon publisher and advertiser, in most cases, even though both delude themselves into believing that they have the profitable end of the deal. The advertising securable on an exchange basis is always of doubtful, if not entirely negligible, value. The medium is selected on an unbusiness-like principle, in the first place. The copy is prepared haphazardly in the next place, and in the third place, exchange advertising gets any sort of position from the publisher, naturally.

But, most important of all is the harm upon the advertiser's viewpoint and its ultimate effect upon the publisher. The above bicycle and sewing machine advertiser will probably never become an aggressive general advertiser, so long as he runs his exchange plan. He has a cheapened idea of the sales power of real paid display advertising—it will take years to educate him to see advertising in the true merchandising light.

All of which is a pity. The publishers are sawing off the limb on which they sit, and the advertiser is wasting energy in jackknife swaps which might be applied in securing millions in sales and prestige.

**Mrs. Curtis
First Editor
of the
"L. H. J."**

The death last week of Mrs. Cyrus H. K. Curtis, wife of the famous publisher, served to bring out what only a comparatively few knew—that Mrs. Curtis had been the first editor of the *Ladies' Home Journal* and had for many years, since the early days of struggle, been not only keenly interested but active in the great publishing enterprise of her husband.

The Philadelphia *Evening Telegraph* is moved to remark editorially of Mrs. Curtis as follows:

The career of the late Mrs. Cyrus H. K. Curtis is an eloquent testimonial to the helpfulness of the wife.

It is certain that the successes of men—and that man alone is truly successful who prospers morally as well as materially—are due to the inspirations, the constant sympathy, and the cheerful aid of wives. We know that they make the home, that they are its divinities. We know more—that, when they absorb themselves in the careers of husbands, and manifest this devotion either by counsel or active support, those careers are advanced. And still we know more—that the failures of men, in respect of worldly fortune, are largely due to the indifference of wives to the constructive work of husbands.

The whole life of Mrs. Curtis forms a bright example of woman's loyalty to the interests of the husband. We are told that when Mr. Curtis started his publication house—which to-day stands first of its kind—she as heartily as he entered into the spirit of the undertaking and for nearly ten years worked side by side with him as the editor while he conducted the management. It was her buoyancy, her hopefulness, her resourcefulness in suggestion, her fine artistic temperament and withal her practical foresight, which acted upon him as a constant stimulus and enabled him to achieve the distinction and fortune which are equally the memorials of her helpfulness.

"What We Do in the Stillson Shop in the Stillson Style" is a series of snapshots done in wash and stitched together in booklet form. It is not so large but you can tuck it into your vest pocket; nor so long but you can get at the gist of it in two minutes. Each page, printed in sepia and gray upon rough stock, tells in an appropriate witty drawing and a pointed half-dozen words, what each department of the business can do. For example: "Artists: We have three in our shop;" and the picture shows the trio working like nailers; "Composition: We are credited with good taste and common sense in type display. Stylish new type;" and the drawing shows a typist and the office cat hard at it at the case; "Presswork: This book is a sample of it." This dainty and witty message from the Stillson house gleams like a real gem—and it will bring business, too.

A big red apple shares with the title, "The National Apple Show," the cover-page of a booklet got out by the Northern Pacific Railroad. It's an attractive sample of the literature put out by railroads, enlarging upon opportunities along them lines, to the end that some day the advertising expense will come back in more freight and passenger traffic. Through the reading matter, entitled "Long Live King Apple!" are strung reproductions at close range of apple exhibits and apple orchards. An attempt to secure artistic effect by a wash treatment has resulted in a smoke-like effect through which the red type matter gleams like fire through the smoke. The pages are wreathed in fancy borders printed in yellowish-green—not appetizing.

TERRITORIAL NEWSPAPER CAMPAIGN FOR VASE- LINE.

FOR THE FIRST TIME NEWSPAPERS ARE BEING USED AND INGREDIENTS ARE BEING DISCUSSED—"VASELINE" WIDELY KNOWN AS A GENERIC WORD—MEDICINAL NATURE DISCLAIMED.

It has always been, and still is, a question of great moment to what extent it is advisable to push a trade-marked article, particularly if it is of a proprietary nature, without making any attempt to explain its ingredients. To take a specific instance, is it advisable to advertise and push Pond's Extract as Pond's Extract or as a refined form of witch hazel, which that extract is generally supposed to be?

The Chesebrough Manufacturing Company, makers of every vaseline product and controllers of the trade-mark name "Vaseline," is generally supposed to be about as successful as any concern in pushing its trade-marked name. Indeed it is not improbable that four out of every five persons really believe Vaseline is a generic word, the same as oil or water or salve, not suspecting that, in reality, it has been so strongly urged upon them during a long period of years by various kinds of advertising that they have been forced to that conclusion.

In the past, about the only specific reference which has been made to the real ingredients of Vaseline has been made in an inconspicuous manner on the wrappers used around the article. In advertising Vaseline has been simply Vaseline, "a safe and convenient medicine-chest, for the treatment of all the little accidents and ailments prevalent in every family."

But it would seem that the above sort of advertising has now seemed no longer advisable. At any rate, a change, of a somewhat radical nature, is to be noted in the latest Vaseline copy.

The Chesebrough Company is

now conducting what is believed to be its first newspaper advertising campaign. It has been concentrated in sections and in New England. Some ads have been run in Iowa and other states, and also in the cars of rural New York state. The newspaper copy makes two specific references to the nature of Vaseline. The statement is that Vaseline "is a *mineral* product." Furthermore, the name guarantees, so the advertisements advise us, the "highest refinement and protects you against nameless 'petroleum jellies' of less purity." Very evidently, Vaseline is now acknowledged to be a petroleum jelly of rare refinement and purity. The public may have long suspected it, but here is an open advertising admission.

This is pounding home a trade-mark in a new way and it remains to be seen whether manufacturers of similar trade-marked articles will follow suit. If they do, it will be as much as an open admission upon the part of the manufacturers of proprietary articles that the time has come when the public does not longer put wholehearted faith in a trade-mark but wants, in addition, some inkling, at least, of what a trade-marked article is made.

It remains to be seen, too, whether the *Ladies' Home Journal*, the *Woman's Home Companion*, and other periodicals, which have heretofore chosen to exclude Vaseline, under the somewhat broad ruling "no medicinal ads," will reconsider, now that the Chesebrough Company has given its word that the basis of the product is not of a medicinal nature, as that nature is generally understood, but rather simple petroleum, well refined.

Horn-Baker Advertising Company, Kansas City, is placing renewal orders in agricultural publications in the Middle West for the Pineland Manufacturing Company, same city, advertising Texas lands. Seventeen-line copy is being ordered to run t. f.

The Evans Chemical Company is sending orders for two inches, sixty-eight times, to Southern papers, through Blaine-Thompson, of Cincinnati.

The Northwestern Agriculturist

EVERY SATURDAY

Visits One Out of Every Four Farms in
Minnesota

THE BEST ONES

BECAUSE THESE FARMERS PAY DOUBLE

for *The Northwestern Agriculturist* that is charged by any other farm paper in this field. They pay it because they are the most intelligent, the most progressive, the most prosperous farmers in the state and they easily recognize that *The Northwestern Agriculturist*

IS WORTH DOUBLE

The same condition influences our subscribers who farm in the adjoining states but who thus appreciate the enterprise and worth of *The Northwestern Agriculturist*. The liveliest and best farm paper in the West. 90,000 Circulation Weekly. 100,000 the first issue of each month. *The Most Elaborately Printed Farm Paper in America as well as Most Ably Edited.*

ADVERTISERS WHO ARE STUDYING

the problems of how to appeal to farmers should study the remarkable statistics in the book just compiled and published by *The Northwestern Agriculturist* entitled

"WHAT FARMERS USE IN THE NORTHWEST"

It is a handsomely printed book of 100 large pages, containing answers by thousands of farmers, in reply to sixty questions, e. g.

"What kind of a plow do you use?"

"What kind of a watch do you carry?"

"Do you use breakfast food? What kind?"

The answers are tabulated in concrete form and give the clearest basis for considering the kind of people upon Northwestern farms.

Price of book 25 cents. This book is free to advertisers in *The Northwestern Agriculturist*, the medium which reaches 90,000 to 100,000 of the *Thriftest Farmers in the World.*

ADVERTISING RATES:

Per Line.....	40 Cents
500 Lines at.....	38 Cents
1,000 Lines at.....	35 Cents
2,000 Lines at.....	33 Cents
3,000 Lines at.....	30 Cents

Copy Closes Eight Days Before Date of Issue

Address P. V. Collins Publishing Company

P. V. COLLINS, President

519-25 Seventh Street S., Minneapolis, Minnesota

BRANCH OFFICES:

CHICAGO, ILL.—840 Tribune Bldg., B. W. Rhoads in charge.

CHICAGO, ILL.—World Bldg., Union Stock Yards, C. H. Champion in charge.

NEW YORK, N. Y.—No. 1 Madison Ave., E. M. Mansur in charge.

BOSTON, MASS.—24 Milk St., C. P. Mellows in charge.

SELLING THROUGH "JUVENILE MEDIUMS."

AN EXAMINATION OF THE REACH AND CHARACTER OF THE YOUNG FOLKS' PUBLICATIONS—TO BE OF REAL VALUE SHOULD BE READ BY OLDER FOLKS TOO—DIFFERING VIEWS ABOUT "ADVERTISING TO YOUNGER GENERATION FOR FUTURE ADVANTAGE"—INTERESTING EXAMPLES OF JUVENILE ADS.

There are enrolled in the United States public schools about 20,000,000 pupils. More millions are in parochial and private schools. The last census shows that there were 4,004,216 under 4 years of age; 3,584,556 between 5 and 9; 3,466,213 between 10 and 14, and 3,372,234 between 15 and 19. With proper population increase added the number of juveniles from 5 to 19 can safely be reckoned as now about 15,000,000.

Out of this population juvenile publications may be said to skim the cream, both from the standpoint of intelligence and ability to buy.

A juvenile publication, to be a good paying proposition, must, as a rule, get into the hands of the adults who are buyers, no matter whether or not it is edited solely for the younger folks. One famous juvenile publication has so many adult readers now that it has very seriously considered changing its name.

Certain of the juveniles regularly conduct pages, or departments, written purposely for the very young children who cannot read. This matter has to be read to them—usually by the mothers, who in so doing may be reasonably assumed to get impressions from the advertising carried. Most parents want to be perfectly sure of the kind of reading which is going into the hands of their children from week to week and month to month. So they frequently make a practice of at least skimming over their children's reading matter.

In the country districts, too, where the number of publications which come into the family cir-

cle is usually not large, and where the lack of a Great White Way necessitates many evenings spent about the family hearth and lamp, every periodical, juvenile or adult, is usually devoured and discussed, to the last word, by everybody. Juvenile publications are "loaned out" to an unusual degree, it has been discovered, by investigation.

Advertising copy of three kinds is therefore being found practical and profitable in the juvenile pub-



Friday Afternoon.

Strong and well-colored. Not readily easy without tremor or quake, while Durability, in another sense, hardly goes through long periods without breaking down. It is all because they were "born that way." It is a matter of nourishment. We all know that food even makes character, and that good food and good digestion will generally supply

strength and endurance not otherwise obtainable greater than those of Friday afternoon.

JELL-O

is a part of the ideal diet that can be relied upon to sustain any one, child or man, when perfect control of the lactone is required.

It is all that any "health-food" can be, and is perfectly delicious besides. JELL-O requires do not have to be cooked and can be made in a minute. There are seven flavors: Strawberry, Raspberry, Lemon, Orange, Peach, Cherry, Chocolate, 10c. at all grocers.

The famous Kew-Forest Brand, "JELL-O OF THE WORLD" is in ten colors and each with its own four-color design. THE GENESEE PURE FOOD CO., 13 Bay, N. Y., and Bridgeport, Conn.

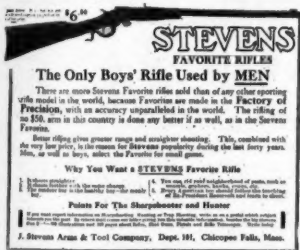
REALLY AIMED AT THE MOTHERS.

lications: that appealing to the children solely, that appealing to adults and children, and that appealing to adults solely.

A large per cent of the first kind of copy is of the mail-order variety. Games, correspondence school lessons, jewelry, etc., are offered in profusion. The Larkin Company and the Crofts & Reed Company are persistent users of the juvenile publications. As a rule, these mediums have high standards as regards the kind of advertising they run. They all exclude patent medicines, tobaccos, intoxicants—that goes without saying. Some exclude playing cards. The word "free" can usually be used only in a restricted sense. Products given for services rendered cannot be termed "free."

One publication, at least, draws the line at consignment orders, under the terms of which children-agents pay for goods as they sell them. Consignment orders have been found to bring about all kinds of trouble and thus to reflect unpleasantly upon the publication.

As to the copy which appeals most to the children, the best-paying has been found to be that which reasons in a child's way but uses an adult's language. The story is told of a certain book concern which put out a piece of copy written in infantile language. It scarcely brought a reply. The same ad., later rewritten in man's language, brought an avalanche of answers. One has to put one's self in the children's place when writing advertisements for children. One has to realize that every boy thinks himself a little man, every girl a little woman, no matter what the age. Anything "kid-dish" riles them. And so we find the Elgin watch copy speaking about the boy being "father to the man" and the "young fellow" who grows to be an "on-time man." The Stevens Arms Company heads its ad: "The Only Boys' Rifle Used by Men"—appealing to



STEVENS
FAVORITE RIFLES

The Only Boys' Rifle Used by MEN

There are more Stevens Favorite rifles sold than of any other sporting rifle model in the world, because Favorites are made in the **Factory of Precision**, with an accuracy unparalleled in the world. The rifling of no \$50. arm in this country is done any better if so well, as in the Stevens Favorite.

Being offered gives greater range and straighter shooting. This, combined with the very low price, is the reason for Stevens popularity during the last forty years. Boys, as well as boys, select the Favorite for small game.

Why You Want a STEVENS Favorite Rifle

1. Because precision is the basis of the Favorite.
2. Because the Favorite is made in the Factory of Precision.
3. Because the Favorite is made in the Factory of Precision.
4. Because the Favorite is made in the Factory of Precision.

Points For The Sharpshooter and Hunter

1. The Favorite is made in the Factory of Precision.

J. Stevens Arms & Tool Company, Dept. 101, Chicopee Falls, Mass.

the admiration and imitation of men in boys. Beneath in tabulated form are given five reasons "why you want a Stevens"—predigested argument, ready to help the lad win his point with his parents.

Many an advertisement offered in the juvenile publications looks as if directed at the children but is really for the benefit of the parents.

An offering of the Jell-O people is a case in point. It shows

Your Advertisement in THE CRAFTSMAN

Will hereafter be printed on a right-hand page opposite full page of pure reading matter.

Your advertisement will be sure to be seen by practically every reader.

Practically every reader of THE CRAFTSMAN is the local **authority** on matters of home building, grounds, gardens, handicrafts; exerting a wide influence in his or her neighborhood.

Practically every reader is not alone a **reader** but to a certain extent a **follower** of the Craftsman Idea.

They follow the Craftsman Idea because THE CRAFTSMAN has done more towards giving America a national style of art and architecture than any other magazine published. This means it contains the most original and worthwhile ideas.

If you advertise a worthy product, it is possible for **you** to take advantage of the local prestige of these readers and of the complete confidence existing between readers and publisher.

The first step is to drop a line to

FRANK W. NYE

Adver. Manager

THE
CRAFTSMAN



41 W. 34th St.
New York

two little girls at the regular Friday afternoon "exercises" at the school. Nan is reading her paper without tremor or quake, while Dorothy is on the verge of nervous breakdown. Nan eats Jell-O; Dorothy doesn't. That's the reason. It is aimed at the parents, especially the mothers. The children cannot be expected to reason out that a certain food can banish their nerves.

The Menzies Shoe Company, of Detroit, cannot say too much of certain "juveniles," as a means of reaching the adult trade. H. D. Menzies, of that company, asserts that one-third of his sales, made as a result of advertisements in "juveniles," are for men's shoes—and that in spite of the fact that his copy and illustrations have been aimed directly at the lads. Indeed, only one line, printed customarily in small italics: "*Makers of Menz 'Eaze' Work Shoes and Hunting Boots,*" gives the information that this house manufactures men's shoes at all.

CREATING POTENTIAL CONSUMPTION.

What about creating with the children a potential consumption? Why not teach them brands and trade-marks when they are young and then they will remember them when they are older? These are questions worthy of considerable thought and questions with regard to which there are various opinions. There are some advertisers who do not place confidence in the "potential consumption" argument and who doubt whether advertisers, with the possible exception of the Pears Soap and a few others, find it profitable to develop a future consumption until they have developed all the present consumption open to them, the while getting their money back and using it over and over. Mr. Douglas, of shoe fame, is one of the few who has ever admitted he was striving for such a future business.

On the other hand, the "J. W. T. Book," issued by the J. Walter Thompson Company, contains this:

The latest and most vigorous phase of advertising began not more than a dozen years ago. This is not very far back, compared to the range and sweep of recorded history, but a man who is

twenty-four was only a boy of twelve then. There are many manufacturers and dealers who have advertised straight through these dozen years without a break. While they have been getting profitable results from the beginning, the Big Results are now coming in. Why? Because millions of young men and women have grown up with the names of these advertisers before them every day. If their minds could be analyzed you would find a score of advertised articles mixed in with recollections of picnics, and impressions of Sapolio, Huyler's and the Gold Dust Twins jumbled up with George Washington and Bunker Hill. To the younger generation the persistent advertiser does not represent an ordinary business enterprise. He is an institution like the Bank of England or the Library of Congress.

Those who believe in "educating the younger generation" point out that young minds are plastic and receptive. They have not been confused as yet with the complexity of innumerable advertising campaigns. The first manufacturer who reaches them and makes his

"THE boy is father to the man." The young fellow who has the Elgin example in punctuality grows to be the on-time man. There is no better encourager of accuracy in human action than the unfailing precision of the



Elgin Watch

C. M. WHEELER Model, 12 Size

Swiss Made, Waterproof, and Spring. Superior in quality, accuracy, and price. Guaranteed to keep for years. No other watch can compare with it. Price, \$10.00 and up. Elgin National Watch Company, Elgin, Ill.

In Pitted Gold Cases, \$30 and up. In Solid Gold Cases, \$50 and up.

Other Elgin models, at other prices, according to kind of movement and case. All Elgin watches are guaranteed and are sold by the nearest authorized Elgin National Watch Company, Elgin, Ill.



"BOY" ARGUMENT IN "MAN" FOLK.

mark on the blank page, as it were, should be in a fair way to get and retain their trade when they are older. They are firmly of the belief that those houses which manufacture both boys' and men's or girls' and women's clothing, shoes, or general wearing apparel would do well to make extended use of the juveniles, inasmuch as they could thus catch the young trade at once and hold it, with the adult product, after the few years which lie between boyhood and manhood, girlhood and womanhood, have passed.

Newest Advertising Novelty

Has Ad Space on Two
Sides--Unusually Ef-
fective--Costs Little

Useful every day to jour-
nalists, stenographers, and all
who write with typewriter,
pencil or pen.

THE LINOCLIP

is a clip with a long cardboard liner in its upper jaw. Clipped to the edge of a sheet, it enables the eye to follow the line of copy easily and quickly. Prevents skipping and duplication. Readily moved up or down. Also a perfect desk help and book mark. Takes the place of all temporary makeshifts. Ample space for ad on face of cardboard liner, where it is always before the user. More ad space on back. This is a novelty which hundreds of advertisers will use. Nothing like it.

PATENT FOR SALE

For descriptive folder write E. A. BAGBY, Patentee, 1107 Brook St., Louisville, Ky.

WANTED

Western Agency, with New York office, would like to connect with good Agency man, who can control some business (although it is not absolutely necessary). Want good, capable man, who can take care of advertising accounts after they are brought to the office. Such a man can get a good drawing account and connect himself with an Agency that is "making good" for its advertisers. Address "S. M. G.," care PRINTERS' INK.

**The stormy *March* has come at last,
With winds and clouds and changing skies.**

—William Cullen Bryant.

The *March* wind is bitter. It has a way of its own of going through one's marrow. But its dangers may be minimized; one's constitution may be toned up to withstand the germ-laden gale by drinking "*The Better Bitters*," which, of course, means

Underberg Boonekamp Bitters

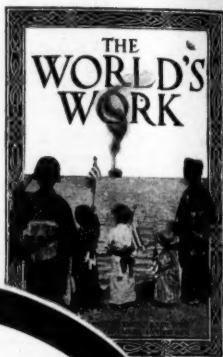
They have a worth-while flavor and can add zest to life in a distinctive way. They lessen the doctors' bills.

Enjoyable as a Cocktail and Better for You

A favorite at all the leading Hotels, Clubs, Restaurants and on sale by the bottle at wine merchants' and grocers'. Booklet free. **Over 7,000,000 bottles imported into U. S.**

Bottled only by H. Underberg Albrecht
Rheinberg, Germany, since 1846

LUYTIES BROTHERS, Sole Agents, 204 William St., New York



THE

Doubleday-Page 4

A complete circle of value to the advertiser.

THE WORLD'S WORK

Is the magazine to use if you want to reach active-minded, progressive men and women of large needs and ample incomes.

COUNTRY LIFE IN AMERICA

Will introduce you to the luxurious people who have great purchasing power and use this magazine as a buyer's guide. The most complete buyer's guide in America. 220 standard magazine pages—see record opposite. First in all monthly classifications.

THE GARDEN MAGAZINE

If you want to get into the home on an intimate footing you should use this magazine, for "every garden means a home." Volume of advertising indicates value—the March number carried 95 standard magazine pages.

SHORT STORIES

Is a quantity proposition. You can reach 120,000 good buyers for \$60.00, 50 cents a page a thousand, on a three-page basis.

To Complete the Circle
use all Four



MARCH MAGAZINES.

ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR MARCH

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Hampton's Magazine.....	175	39,340
Everybody's.....	157	35,346
American Magazine.....	150	33,620
Munsey's.....	139	31,220
Cosmopolitan.....	138	31,080
Review of Reviews.....	131	29,466
McClure's.....	130	29,286
Scribner's.....	127	28,490
World's Work.....	113	25,508
Sunset.....	100	22,568
Pacific Monthly.....	87	19,656
Century Magazine.....	87	19,488
Canadian.....	84	18,810
Harper's Monthly.....	78	17,626
Success (cols.).....	172	17,200
Argosy.....	65	14,560
Red Book.....	64	14,336
Current Literature.....	50	11,228
Theatre Magazine (cols.).....	64	11,132
Circle (cols.).....	59	9,912
All Story.....	40	8,960
Pearson's.....	39	8,848
Ainslee's.....	39	8,806
Human Life (cols.).....	42	7,828
Atlantic Monthly.....	32	7,336
Putnam's.....	30	6,720
American Boy (cols.).....	33	6,660
Blue Book.....	28	6,272
Lippincott's.....	28	6,272
Metropolitan.....	25	5,712
Smith's.....	23	5,208
Strand.....	23	5,162
St. Nicholas.....	17	3,564

VOLUME OF ADVERTISING IN LEADING WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Ladies' Home Journal (cols.)..	200	40,000
Woman's Home Comp'n (cols.)	165	33,000
Delineator (cols.).....	134	26,800
Good Housekeeping Magazine..	119	26,056
Designer (cols.).....	115	23,060
New Idea (cols.).....	113	22,544
Modern Priscilla (cols.).....	122	21,084
Ladies' World (cols.).....	90	18,037
McCall's (cols.).....	130	17,826
Housekeeper (cols.).....	83	16,600
Pictorial Review (cols.).....	95	16,340
Uncle Remus's Magazine (cols.)	75	14,175
Harper's Bazar (cols.).....	67	13,500
Paris Modes (cols.).....	12	12,350
Dressmaking At Home (cols.)	34	6,900
Every Woman's (cols.).....	37	6,446
American Home Monthly (cols)	22	4,465

VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of Publishers own advertising)

Country Life in America (cols.)	286	49,270
System.....	200	44,800
Garden Magazine (cols.).....	153	21,420
Suburban Life (cols.).....	118	20,413
International Studio (cols.)....	128	17,860
Book-Keeper.....	64	14,336
Field and Stream.....	62	13,916
House Beautiful (cols.).....	90	12,712
Outing Magazine.....	54	12,264
House and Garden (cols.).....	73	10,232
Van Norden.....	45	10,080
Craftsman.....	41	9,352

Technical World.....	38	8,512
Amer. Homes and Gardens (cols.)	44	7,912
Recreation (cols.).....	43	7,450
Travel (cols.).....	44	6,258

VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR FEBRUARY

(Exclusive of Publishers' own advertising)

	Cols.	Agate Lines
Feb. 1-7:		
Saturday Evening Post.....	110	18,700
Literary Digest.....	75	10,530
Collier's.....	49	9,430
Christian Herald.....	44	7,392
Churchman.....	41	6,888
Independent (pages).....	30	6,832
Life.....	46	6,475
Outlook (pages).....	25	5,670
Leslie's.....	26	5,200
Associated Sunday Magazine...	23	4,360
Youth's Companion.....	11	2,200
Illustrated Sunday Magazine...	11	2,090
Scientific American.....	8	1,650
Feb. -14:		
Saturday Evening Post.....	110	18,700
Literary Digest.....	109	15,323
Collier's.....	65	12,356
Independent (pages).....	24	5,516
Life.....	27	5,330
Leslie's.....	34	4,780
Christian Herald.....	20	4,704
Associated Sunday Magazine...	24	4,560
Outlook (pages).....	19	4,256
Churchman.....	24	4,808
Illustrated Sunday Magazine...	19	3,782
Scientific American.....	11	2,310
Youth's Companion.....	10	2,000

The largest exclusive handler of factory properties in the United States.

Factories bought, sold and located anywhere. Sites and Water-fronts.

T. N. SIMMONS

Factory Broker
60 Wall Street

New York, February 11, 1910.

Manager,
FACTORY,
New York City.

Dear Sir:—It gives me pleasure to state that my double page advertisement in your January FACTORY has been the most profitable promotion investment I have ever made.

It has produced hundreds of inquiries from leading manufacturers throughout the United States and Canada interested in buying new, or selling old, factory properties, or securing new locations; as well as scores of letters from municipal Boards of Trade, anxious to exploit their respective towns and cities as locations for new industries.

I congratulate you on both the character of the readers you have obtained and their evident interest in the advertisements you carry.

Wishing you continued success, believe me,

Very truly yours,

T. N. SIMMONS.

FACTORY

THE MAGAZINE OF EQUIPMENT

CHICAGO

NEW YORK

LONDON

Feb. 18-21:

Saturday Evening Post.....	104	17,680
Collier's.....	77	14,708
Literary Digest.....	73	10,300
Life.....	46	6,475
Youth's Companion.....	28	5,675
Churchman.....	34	5,500
Outlook (pages).....	22	5,050
Christian Herald.....	30	5,040
Associated Sunday Magazine...	24	4,555
Leslie's.....	20	4,000
Independent (pages).....	17	3,808
Illustrated Sunday Magazine...	12	2,391
Scientific American.....	11	2,200

Feb. 22-23:

Outlook (pages).....	109	24,521
Saturday Evening Post.....	112	19,040
Collier's.....	61	9,690
Literary Digest.....	65	7,801
Christian Herald.....	34	5,835
Leslie's.....	27	5,400
Life.....	38	5,355
Churchman.....	27	4,608
Independent (pages).....	17	3,308
Associated Sunday Magazine...	20	3,700
Illustrated Sunday Magazine...	16	3,040
Scientific American.....	13	2,600
Youth's Companion.....	11	2,200

Totals for February:

Saturday Evening Post.....	74,120
Collier's.....	46,178
*Vogue.....	45,122
Literary Digest.....	43,954
Outlook.....	39,497
Life.....	23,085
Christian Herald.....	22,971
Churchman.....	21,081
Independent.....	19,964
Leslie's.....	19,960
Associated Sunday Magazine...	17,175
Youth's Companion.....	12,076
Illustrated Sunday Magazine...	11,303
Scientific American.....	8,760

*—Changed to semi-monthly, above figures include two weekly and one semi-monthly issues

RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

	Cols.	Agate Lines
1. Country Life in America (cols) 286	49,270	
2. System (pages)..... 200	44,800	
3. Ladies' Home Journal (cols) 200	40,000	
4. Hampton's (pages)..... 175	39,340	
5. Everybody's (pages)..... 167	36,345	
6. American (pages)..... 150	33,620	
7. Woman's Home Comp. 165	35,000	
8. Munsey's (pages)..... 139	31,220	
9. Cosmopolitan (pages)..... 138	31,080	
10. Review of Review (pages)..... 131	29,456	
11. McClure's (pages)..... 130	29,288	
12. Scribner's (pages)..... 127	28,490	
13. Delineator..... 134	26,800	
14. Good Housekeeping (pages)..... 119	26,656	
15. World's Work (pages)..... 113	25,508	
16. Designer..... 115	23,000	
17. New Idea..... 113	22,544	
18. Garden Magazine..... 153	21,420	
19. Modern Priscilla..... 122	21,084	
20. Suburban Life..... 118	20,413	

The American Loan & Mortgage Company, of Houston, Tex., has inaugurated a campaign in metropolitan dailies to advertise a \$400,000 bond issue of the Galveston & Houston Interurban Land Company. Full-page ads are being used in Sunday editions.

A SUGGESTION FOR FURTHER CLEANING UP.

HOLYOKE, MASS., Feb. 27, 1910.

Editor of PRINTERS' INK:

The recent issue of PRINTERS' INK containing the article on "The Underworld in Advertising," reads first rate, but are the Underworld Advertisers really in the minority? I enclose clippings, a few of many ads of the same tone appearing in New York Herald of to-day.

Now either one of two things is true. The advertisers are selling goods far below value or they are not. The chances are that they are *not*. Then why lie about it and give people the idea that all these advertisers are selling so far beneath value as to make them near the verge of bankruptcy. Then there is another class of advertisers in the same class but not claiming to be so "classy." I refer to those who use the popular-priced weeklies to advertise Free this and Free that when it is not so at all. I know PRINTERS' INK stands for clean publicity, and there is certainly a good big opportunity to do some cleaning.

H. J. R.

PERRY GOES WITH GIMBELS.

George H. Perry, who for the last four years has been advertising manager for the Siegel-Cooper Co., has resigned that post to become advertising and sales manager for the store which Gimbel Bros., of Philadelphia, are about to establish in New York. Mr. Perry is now located in the New York office of Gimbel Bros.' New York store, in the Marbridge Building, Thirty-fourth street and Broadway. Prior to his connection with the Siegel-Cooper Company Mr. Perry was prominent in agency advertising work and was also for some time associated with the advertising department of the Wanamaker store in New York.

Louis Rosenberg, who has been assistant advertising manager for the Siegel-Cooper Co. since the opening of their store, fourteen years ago, has been promoted to the post vacated by Mr. Perry.

The Syrians of New York City are to have a magazine called *The New World*. The first issue has just appeared. Salloum Mokarzel is editor and publisher.

An ad club, auxiliary to the National Association, was formed in Mobile, Ala., last week. L. C. Irvine and George W. Adams are the temporary officers.

Case and Comment, the lawyers' monthly magazine, Rochester, N. Y., has been granted second-class rating by the Post-Office Department. The magazine has recently been increased in size from thirty-six to seventy-two pages and paid circulation covers fifty states and territories.



BW

Reaching the Consumer

by means of effective magazine and newspaper advertising is an important *part* of our service to advertisers—

But we go deeper—

We originate and carry out *practical* systems of mail work—directed to the jobbers, retailers, and special fields and trades, which are necessary to a *completely rounded-out* campaign.

Write for the book that interests you:

"The Upbuilding of a Manufacturing Business."

"Mechanical and Technical Advertising."

"Textile-Consumer Publicity."

Edmund Bartlett

James Albert Wales

Bartlett-Wales Co.

Formerly Edmund Bartlett Co.

Magazine, Newspaper and Mail Advertising
29-31 East 22nd Street New York City

No connection with any other concern.

Telephones Gramercy { 3194
3195

PRINTERS' INKS' FOUR-YEAR RECORD OF MARCH ADVERTISING.

	1910.	1909.	1908.	1907.	Four Years' Total.
Everybody's	35,346	38,864	26,996	38,743	139,949
McClure's	29,288	29,932	25,823	35,674	120,717
Munsey's	31,220	30,576	20,104	36,405	118,305
Reviews of Reviews.....	29,456	28,448	24,206	29,480	111,590
Cosmopolitan	31,080	24,321	20,174	33,854	109,329
American	33,620	25,900	17,864	27,075	104,459
World's Work	25,508	25,462	14,658	18,652	84,280
Scribner's	28,490	18,108	13,335	22,437	82,370
Century	19,488	17,805	15,078	25,200	77,571
Pacific Monthly	19,656	19,250	15,008	20,560	74,474
Harper's Monthly	17,626	15,148	16,520	23,064	72,358
Hampton's	39,340	19,180	6,272	6,720	71,512
Success	17,200	14,224	14,824	19,146	65,394
Red Book	14,336	15,232	11,648	14,022	55,238
Pearson's	8,848	9,366	10,186	16,520	44,870
Argosy	14,560	10,892	6,706	9,387	41,545
Ainslee's	8,806	11,373	8,078	13,216	41,473
Current Literature	11,228	10,080	7,168	11,424	39,900
Theatre	11,132	11,864	7,574	8,089	38,659
Metropolitan	5,712	8,286	9,688	10,708	34,388
Putnam's	6,720	6,272	13,328	4,144	30,464
Circle	9,912	7,308	5,933	7,251	30,404
All Story	8,960	6,692	4,032	7,355	27,039
Blue Book	6,272	5,376	3,584	4,480	19,712
Smith's	5,208	5,232	3,696	4,704	18,840
St. Nicholas	3,864	3,136	2,240	2,912	12,152

MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

System	44,800	45,766	36,288	46,278	173,453
Country Life in America....	49,270	45,090	32,692	45,830	172,882
Garden	21,420	18,128	17,144	18,550	75,242
Suburban Life	20,413	17,276	18,151	16,665	72,505
Outing	12,264	13,006	13,471	20,463	59,204
American Homes and Gardens	7,912	9,541	7,773	13,427	38,653
Van Norden	10,080	8,372	11,648	5,488	35,588
International Studio	17,850	10,120	3,528	1,460	32,959
House and Garden.....	10,232	6,055	7,364	9,214	32,865
Recreation	7,450	5,418	5,596	9,560	28,024

WOMEN'S MAGAZINES.

Ladies' Home Journal.....	40,000	40,000	22,200	29,400	131,600
Woman's Home Companion....	33,000	25,924	18,200	20,000	97,124
Good Housekeeping	26,656	24,976	15,092	20,160	86,884
Delineator	26,800	18,900	13,736	18,438	77,874
Designer	23,000	17,501	7,957	12,474	60,932
New Idea	22,544	17,488	7,558	11,792	59,382
Modern Priscilla	21,084	17,024	10,489	9,762	58,359
Ladies' World	18,037	14,133	11,800	14,400	57,770
Housekeeper	16,600	14,242	10,000	11,813	52,655
Pictorial Review	16,340	16,382	10,462	7,500	50,684
McCall's	17,826	12,039	8,317	11,835	50,017
Uncle Remus's	14,175	12,910	9,643	10,921	47,649
Harper's Bazar	13,500	12,642	8,659	11,710	46,511

WEEKLIES (February).

Saturday Evening Post.....	74,120	58,445	28,513	38,846	199,924
Vogue	45,122	43,111	31,190	44,552	163,975
Collier's	46,178	38,449	21,222	40,182	146,031
Outlook	39,497	33,867	24,024	34,492	131,880
Literary Digest	43,954	30,282	20,984	30,983	126,203
Life	23,085	18,810	11,673	23,347	76,915
Totals.....	1,236,085	1,051,217	769,487	1,040,764	4,110,463

FOUR MONTHS

Nov. 1909--Feb. 1910, Inclusive

But one general medium of national circulation exceeded The Literary Digest in quantity of paid advertising printed during the past four months, and that publication has *SIX TIMES OUR CIRCULATION.*

The figures are:

November, 1909	- - -	57,919 Lines
December, 1909	- - -	41,119 "
January, 1910	- - -	36,753 "
February, 1910	- - -	43,869 "
Total,	-	179,660 "

We believe that no magazine has ever had a subscription list of our magnitude so many of whom are *Natural Subscribers.*

We do not club with other magazines. We do not offer premiums to renewal subscribers.

The Literary Digest

Circulation January 1910, 236,871.

Rate, \$1.25 per line.

ERIE FREIGHT SERVICE SHOULD BE ADVERTISED.

NEW YORK, Feb. 28, 1910.

Editor of PRINTERS' INK.

In your recent article on how railway freight service might be advertised, some very interesting points were made, and the whole idea of advertising freight service was so new as to be startling. At least startling to one in the freight department, like myself.

I fully concede the truth of what the writer of the article said, and I can see how it would, and probably will, work out. I will begin to root for the plan.

Your writer evidently did not know that the Erie Railway has a fifty-hour freight service between New York and Chicago, and it's a good one. The fast freight has precedence over most passenger trains, and is on time a high percentage of the month.

Yet who knows this? Surely not a great majority of shippers. It ought to be advertised.

FREIGHT MAN.

ATLANTIC MONTHLY ABSORBS PUTNAM'S.

Announcement comes from Boston that the *Atlantic Monthly* has purchased *Putnam's Magazine*, and will discontinue it.

Putnam's was changed a few years ago from the *Critic* and has enjoyed a special literary reputation. Many people will mourn the passing of Miss Jeanette Gilder's very relishable department of literary chat called "The Lounger."

The character of the *Atlantic* is to be changed in no way, nor are its rates to be advanced.

Good Literature, the well-known magazine, will be merged with the *People's Home Journal* with the May issue. The publication has over a million circulation and reaches small cities and towns.

McCLURE'S ADVERTISING CAMPAIGN.

Considerable interest has been aroused by the fact that *McClure's Magazine* has secured reservations for double-page spreads monthly in the *Saturday Evening Post* for a whole year. The first spread appeared recently and was a striking layout. The rest of the series is of a similar calibre. *PRINTERS' INK* is included in the campaign.

The advertising is a part of a determined and long-continued campaign to put McClure's before the whole country and before advertisers in a way never before attempted.

Vogue, the well-known fashion weekly, this month changes to a semi-monthly publication, published on the 1st and 16th of the month.

NEWS NOTES.

System carried a total of 6,763 pages of advertising in 1909—or 178 more than in 1908.

The *Evening News*, of Butte, Mont., has been elected to membership in the A. N. P. A.

The Port Huron Summer Resort Association contemplates spending over \$5,000 in advertising Port Huron as a summer resort during this spring.

The business and advertising men of Providence, R. I., have formed a "Town Criers' Club," organized to promote the selling of products of the city's industries.

The *Cosmopolitan Magazine* has established an office in St. Louis with W. Roy Barnhill in charge. Mr. Barnhill will take care of the territory embracing Kansas City, Omaha, and the Southwest.

Harry S. Thalheimer, general manager of the *Cleveland Leader* and *Tolledo Blade*, has just returned on the *Augusta Victoria* from a tour through Germany, Holland and France.

THE GERMAN National Farmer OF WINONA, MINN.

To get the trade of the German-American farmer, it is necessary to advertise in the best German farm papers. There are only three or four German farm papers published in the United States that are worth considering. The German National Farmer is one of these.

It pays advertisers because its subscribers have confidence in everything it prints. Its readers have never been, nor will they be, misled by anything appearing in its editorial or advertising pages.

If it's dollars you are spending your advertising money for, spend it where the dollars are. The German Farmers have the dollars. It is a fact that the German farmers of this country to-day are buying their full share of every commodity on the market.

Published every other week. Average circulation 1909, \$5,595. Advertising rates 10 cents per agate line.

NATIONAL FARMER, WINONA, MINNESOTA

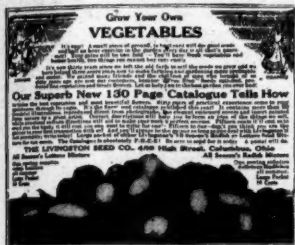
COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By **GEORGE ETHRIDGE**

Example No. 1, shown below, is not the finest specimen of Seed Catalogue advertising that one could pick out. To an outsider it looks as if it were one of those eleventh-hour decisions to rush

The illustrations give a clear, definite idea of these protectors and practically tell the whole story at a glance. It would not be easy to suggest a better way for handling the subject in the



No. 1



No. 2

off something in a hurry to the current issue before the forms closed. The gray patches on the upper corners are supposed to be gardens. The jumble of black and white on the bottom of the plate is not a study of fishes or eggs or rocks, but of turnips and carrots or beets, as nearly as can be determined.

half-page magazine space which it occupies without losing some of the force and strength which this intelligent treatment gives.

* * *

These two pen advertisements which appeared side by side on a magazine page furnish a very unusual example of what to do and what not to do. The Spencian



The illustration does not illustrate very clearly and No. 2 is a simpler and more attractive way of presenting the subject.

* * *

The advertisement of Woodworth Treads is distinctly good.



advertisement is strong, simple, direct and distinctly to the point. The Waterman announcement is almost the direct opposite.

Imagine a foreigner looking at this illustration and not knowing anything about the Waterman

pen. What impression would it give? Would he think that it was a pen for left-handed writers only? Would he think that it required a coat of armor to use the pen intelligently? Would he conclude that it was a relic of past ages, or would he perhaps infer that some sort of a steel shirt sleeve was furnished with each pen possibly to avoid the ink stains resultant from using this type of pen?

A foreigner might derive strange conclusions from this strange illustration, and we are all more or less foreigners when it comes to wanting directness and simplicity in our illustrated ads.

* * *

The three-quarter page adver-



tisement of Fisk Tires here reproduced does scant justice to the cost of the space it occupies. It is in marked contrast to the usual good work done by the Fisk Rubber Company and borders on the primitive and commonplace. It looks as if an ancient plate were resurrected somewhere from the archives of the early days and put in the space just for a novelty. It is an expensive novelty.

Henry C. Desmond Fitzgerald, who has been associate editor of the *Tourist Magazine*, of New York, during last year, is now connected with the copy department of Charles W. Hoyt, advertising agent, of New Haven, Connecticut, and New York.

ADVERTISING LESSENS SELLING PRICE.

THE OAK,
NEW YORK CITY, Feb. 26, 1910.

Editor of PRINTERS' INK:

In reference to the question, "Is the Advertised Commodity Cheaper than the Non-Advertised?" I offer the following as evidence that indirectly suggests that a commodity can be sold cheaper through advertising. Statistics taken of the Display Advertising in the *New York World*, Sunday, January 23, 1910, show that the volume of space occupied was 49,017 lines. Of this total volume 37,440 lines were strictly bargain advertising. Bargain advertising occupied three-fourths of all the space, or three times as much space as that occupied by all other than bargain advertising.

This classification was made according to the predominant idea used in the advertisements. In the bargain advertising the bargain price was the leader. In most instances the only inducement offered.

In newspaper advertising the retail dealer, at least, considers advertising a medium of salesmanship that does allow the use of a bargain price and still justifies itself for its being used.

FRANK BRENDANOUR.

"A GOLD MINE OF IDEAS."

THE HOUSE OF HOBBERLIN.
Tailors to the Canadian Gentleman.
TORONTO, CANADA, Dec. 28, 1909.

Editor of PRINTERS' INK:

Do not, under any consideration, cut off our subscription to your excellent publication. Every issue is a veritable gold mine of ideas and instructive information. Kindly send bill for next year's subscription, and oblige.

T. M. HUMBLE.

The February meeting and dinner of the Publicity Club of Springfield, Mass., was held at the Henking Hotel, Monday evening, February 14. The speakers of the evening were. Albert W. Guptill, of Boston, formerly Advertising Manager for Gilchrist & Co. His subject was "Advertising a Retail Store." And C. W. Dearden, of the Mittineague Paper Co., who gave a talk on his impressions of the recent "Adfest" at Buffalo, N. Y.

The *Sheet Metal Shop* is the latest technical journal, whose first number was issued in February. J. T. Bliss is president of the Sheet Metal Publication Company, at 154 Nassau street, New York. W. R. Wright is secretary and advertising manager.

The Automobile Journal Company, of Camden, N. J., has been incorporated for \$50,000. Incorporators are W. M. Simons, G. S. Snyder and V. A. Murray.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 26 Beaver St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertising
of all kinds placed in every part of the world.



An English-Spanish monthly. Mgr. Fredericks
1st Cor. School writes, "have had excellent
results and sold three courses from my ad." L.
MACLEAN BEERS, Publisher, Box 1078,
Havana, Cuba. Sample copy on request.

ADVERTISING MEDIA

THE Ladies' Home Journal reaches 1,300,000
homes that believe in it and its advertisements

THE BLACK DIAMOND Chicago-New York-Pittsburg, for
20 years the coal trades' leading
journal. Write for rates.

THE producer of results in the Middle West,
where farmers have big money, is *Farm Life*
of Chicago. Address DEPARTMENT P. I. for
sample copy and rates.

THE circulation of the New York *World*,
morning edition, exceeds that of any other
morning newspaper in America by more than
100,000 copies per day.

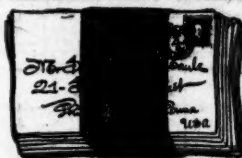
AD WRITERS

**PUSH YOUR BUSINESS OR YOUR COM-
PETITOR** will push you. Live Ad copy
brings results. I write copy that pulls. Send
today for 1910 booklet. W. B. PORCHER,
Concord, N. C.

BILLPOSTING

FRED PEEL, official representative, THE
ASSOCIATED BILLPOSTERS OF UNITED
STATES AND CANADA, Times Building, New
York City. Send for estimates.

BUSINESS OPPORTUNITIES



"Only Letters," about 60 in all, to my
brother from North-
ern, Central and Southern Europe, Russia,
Italy, Egypt, etc., as those lands were seen
through eyes unconventionally focused.
"Only Letters" is not a "work of genius,"
most distinctly not, and is not easily confus-
able with books under suspicion as such, but
society is by no means a unit in pronounc-
ing it "hopelessly dull." Possibly because
these letters were not written for publication
many of them are distinctly unconventional.
By mail, prepaid, to any address, upon re-
ceipt of \$1.00. Money back suddenly if
you "no like him." FRANCIS I. MAULE,
401 Sansom Street, Philadelphia.

ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafay-
ette St., New York, makers of half-tone
color, line plates. Prompt and careful service.
Illustrating. TELEPHONE: 1864 SPRING.

HELP WANTED

REPRESENTATIVE WANTED in Chicago,
New York, and Boston, to represent a long-
established Norwegian-Danish family magazine.
Circulation 16,200. Good commission paid for all
business secured either direct or thru agencies.
For full particulars address: K. C. HOLTER
PUBLISHING CO., Minneapolis, Minnesota.

PRINTERS WANTED—We have good pos-
itions open for competent ad. and job composi-
tors, linotype operators, make-up men, cylinder
and job pressmen. Free registration and special
terms offered. Established 1898. No branch
offices. FERNALD'S NEWSPAPER MEN'S
EXCHANGE, Springfield, Mass.

MISCELLANEOUS WANTS

WANTED. To buy second-hand Caps Bros.,
Kansas City, printing press for two-color
work. Address, "G. R. M.," care of Printers'
Ink publishing Co.

WANTED. A new or a second-hand rotary printing press with two type and two bed cylinders. Diameter of cylinders from 9 inches to 9½ inches. Length of cylinders not less than 32 inches. For printing and rewinding roll paper. Address, "G. R. M.," care of Printers' Ink Publishing Co.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. B. LACEY,** Washington, D. C. Established 1869.

POSITIONS WANTED

SUCCESSFUL CORRESPONDENT AND COPY-WRITER open to engagement March 15. New York or vicinity preferred. For proof of my ability, Address "W. B. K.," care of Printers' Ink.

EDITOR

Vigorous, fluent, high-class writer, seeks position on newspaper or magazine. Address, "VERILE," care of Printers' Ink.

MAGAZINE ADVERTISING—High grade solicitor would make arrangement with first class magazine to represent them in Boston. Best references. Address, Printers' Ink, 2 a Beacon Street, Boston, Mass.

AD-WRITER

Of crisp, catchy, original style, wants more work. (Specimens and references.) Address, "ADEPT," care of Printers' Ink.

ADVERTISING BUSINESS GETTER—High-class with general knowledge Pub. business, and unusual versatility as executive, Ad-writer, and technical writer, will consider change. Address, "Box C.," care Printers' Ink.

A Versatile Ad. Writer

who has had agency and newspaper experience, invites propositions. Salary forty dollars per week. Address, "E. R.," care of Printers' Ink.

I'M a male, 24, have ambitions for advertising, and wish to connect with concern where industrious effort, hard work and perseverance count. Would leave town for good opportunity. To start with, can qualify as stenographer and correspondent, writing letters without dictation. Have no advertising experience, however. Can you use me? Address, "WID," care of Printers' Ink.

ADVERTISING WRITER desires position with New York house. In present position 12 years as printer and newspaper man. Good knowledge of type faces and can write copy for advertisements or catalogs on any subject. Just been awarded first prize in Printers' Ink contest for original ideas. Am 30 years old, single, have had good education, and am steady worker. Address, D. A. BUCKLEY, 117 Amory Street, Cambridge, Mass.

ADVERTISING MAN

with knowledge of printing and paper stocks, photography, shorthand and typewriting, now in charge of copy department of large, well known Advertising Agency, desires position with either manufacturing firm, live daily, trade paper or magazine, in advertising department—capable of assuming entire charge. A-1 references furnished. Address, "H. R. W.," Box 1051, Atlanta, Ga.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS,** drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—*Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc.* Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

THE HEINTZEMANN PRESS Modern Languages Catalogues and Booklets

185 FRANKLIN STREET
BOSTON • MASS

Bound Volumes of Printers' Ink for 1910

THE information contained in a year's issues of **PRINTERS' INK** is a mine of valuable data for reference, and is well worth keeping. For this reason we will have a limited number of sets for 1910 made up—13 copies to a volume—durably and handsomely bound in board and cloth, with gold lettering.

Send us your order now, before the supply is exhausted. The set of four sent prepaid to any address upon receipt of \$8.00.

Printers' Ink Pub. Co.
12 West 31st Street, New York

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. **PRINTERS' INK's** Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by **Printers' Ink Publishing Company**, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 39,623. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 08, 6,551, Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

15- This absolute correctness of the latest circulation rating accorded the **Denver Post** is guaranteed by the **Printers' Ink Publishing Company**, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for Jan., 1910, sworn, 13,373. You can cover Bridgeport by using **Telegram** only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,730; average for 1909, 7,739.

Meriden, Morning Record and Republican. Daily aver. 1907, 7,769; 1908, 7,739; 1909, 7,739.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 copies daily; Sunday, 13,239. Largest and best circulation in New Haven.

New Haven, Union. Average January, 1910, 17,923. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average for 1909, 6,736. It makes New London a one paper town.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Sworn statement furnished.

Waterbury, Republican. Average for 1909, Daily, 6,651; Sunday, 7,631.

Waterbury, Herald, average circulation for one year from October 1, 1908 to October 1, 1909, 12,287. Largest circulation in the State.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 30,763 (© ©).

FLORIDA

Jacksonville, Metropolis. Daily average, 1909, 12,803. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average 12 mos. ending Dec., 1909, daily and Sunday, 17,403. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, Breeder's Gazette, a weekly farm newspaper. \$1 75. Average sworn circulation year 1909, 75,496 and all quality. Rate, 35 cents, flat.

Chicago, Dental Review, monthly. Actual average for 1908, 4,097; for 1909, 4,323.



Chicago Examiner, average 1909, Sunday 604,613, Daily 181,324, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, Record-Herald. Average 1900, daily net paid, 139,176; Sunday net paid, 153,331. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria, Evening Star. Circulation for 1909, 20,374.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,123.

INDIANA

Evansville, Journal-News. Average, 15,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average, 28,111.

Princeton, Clarion-News, daily and weekly. Daily average, 1,677; weekly, 2,641.

South Bend, Tribune. Sworn average Dec. 1909, 10,945. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily av. Feb., '10, 17,067. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1908, 12,664; Sunday, 14,731.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, 4,670; 1908, 4,835. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington, Herald. D. av. 1908, 7,194. Sunday, 8,208. Week day, 7,006. Com. rates with Gazette.

Lexington, Leader. Average for 1909, evening, 5,488, Sunday 6,899: E. Katz.

Louisville, The Times, evening daily, average for 1908 net paid 43,940.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average, 1,294,488.

Augusta, Kennebec Journal, daily average 1909, 9,183. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Phillips, Maine Woods and Mains Sportsman, weekly. J. W. Brackett Co. Aver. for 1908, 7,971.

Portland, Evening Express. Average for 1909, daily 18,219. Sunday Telegram, 10,508.

MARYLAND

Baltimore, American. Daily average for 1909, 76,976; Sunday, 95,435. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 83,416. For Feb., 1910, 81,094.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation. Daily (2 cents a copy) 1909, 180,378; Gain, 3,981 Sunday 1909, 823,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines Gain, 1909, 465,679 lines

2,504,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,688.

Lawrence, Telegram, evening, 1908 av. 8,948. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1909, 16,822; 1908, 16,596; 1909, 16,839. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST February

AVERAGES, FEB., 1910

The Sunday Post
260,971

Gain of 19,357 Copies
Per Sunday over Feb., 1909

The Daily Post
287,734

Gain of 34,792 Copies
Per Day over Feb., 1909

Balem, Evening News. Actual daily average for 1909, 19,874.

Worcester, Gazette, eve. Aver. first 5 months, 1909, 16,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (☉☉). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. \$0,000.

★ **Jackson, Patriot,** Aver. Jan., 1910, daily 10,189, Sunday 11,523. Greatest circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1909, 14,379. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1909, 21,326; Jan., 1910, 21,632.

MINNESOTA

Duluth, Evening Herald. Daily average 23,093. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1909, 161,280.

The absolute accuracy of **Farm, Stock & Home's** circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

★ **Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 28,837.

★ **Minneapolis, Svenska Amerikanska Posten.** Swan J. Turnblad, pub. Av. 1909, 54,455. A.A.A.

CIRCULATION

★ **Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily **Tribune** for four months ending December 31, 1909, 88,197. Average circulation of Sunday **Tribune** for same period, 73,121.



Minneapolis, Journal, Daily and Sunday (☉☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Feb., 1910, evening only, 76,800. Average Sunday circulation for Feb., 1910, 81,481. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



MISSISSIPPI

Biloxi and Gulfport, Herald, evening, Daily circulation for 1909, 1,109; January, 1910, 1,282

MISSOURI

Joplin, Globe, daily. Average, 1909, 16,115. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1909, 33,832. Smith & Budd Company, Eastern Reps.

St. Louis, National Druggist (☉☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, Deutsch-American Farmer weekly. 142,208 for year ending Dec. 31, 1909

Lincoln, Freis Press, weekly. Average year ending Dec. 31, 1909, 142,004.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, 9,143.

Jersey City, Jersey Journal. Average for 1909, 24,196. Last three months 1909, 24,986.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Yearly average, 1907, 20,270; 1908, 21,326; 1909, 19,062.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 10,930. It's the leading paper.

★ **Brooklyn, N. Y. Printers' Ink** says **The Standard Union** now has the largest circulation in Brooklyn. Daily average for year 1909, 52,906.

Buffalo, Courier, morn. Average, Sunday, 51,447, daily, 51,604; **Enquirer,** evening, 34,970.

Buffalo, Evening News. Daily average for 1907, 94,948; 1908, 94,633; 1909, 94,307.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1909, 6,436.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

★ **Newburgh, Daily News,** evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.



Philadelphia. *The Press* (C) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1910, 34,392; the Sunday *Press*, 160,970.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '09, 11,543. Feb., '10, 12,294.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1909, 10,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1909, 20,018.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1909, 19,053—sworn.



Providence. *Daily Journal*. Average for 1909, 21,558 (C). Sunday, 28,125 (C). *Evening Bulletin*, 48,901 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 6,237.

SOUTH CAROLINA

Charleston. *Evening Post*. Actual daily average 1909, 8,511.



Columbia. *State*. Actual average for twelve months, 1909, daily (C) 14,436, Sunday (C) 14,909.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,830.

TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 48,980; Sunday, 70,018. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1906, 21,400; for 1907, 26,206; for 1908, 26,564.

TEXAS

El Paso. *Herald*, 1909 average, 9,680. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Average for 1909, 5,231. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 3,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 2,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 2,154. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Av. 1909, 3,756; Feb., 1910, 3,923. Largest circulation. Only evening paper

WASHINGTON

Seattle. *The Seattle Times* (C) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,346 daily, 54,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,756,064 lines.

Tacoma. *Ledger*. Average 1908, daily, 13,732. Sunday, 26,729.

Tacoma. *News*. Average for year, 1908, 12,768.

WISCONSIN

Janesville. *Gazette*. Daily average, Jan., 1910, daily, 6,363; semi-weekly, 1,797.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 6,960.

Milwaukee. *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 27,123 (C). The great Home Paper of Wisconsin.



Milwaukee. *The Journal*, eve., Ind. daily. Daily average for 12 mos., 59,647; for Jan., 1910, 59,499; daily gain over Jan., 1909, 3,968. Nearly 60% of Milwaukee homes. Flat rate 7 cents per line. Supreme in its field for both classified and display advertising.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine. *Journal*, daily. Av. for 12 months ending Jan. 1, 1910, 4,708; Dec., 4,908.



The Wisconsin Agriculturist

Racine, Wis. Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office, 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average year, 1909, daily, 8,128; semi-weekly, 4,994.

BRITISH COLUMBIA

Vancouver. *Province*, daily. Average Jan. '09, 16,721; Jan., '10, 19,796; daily average for '09, 13,490. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily Jan., 1910, 41,921; weekly 1909, 27,060; Jan., 1910, 23,692.

Winnipeg. *Der Nordwestern*. Canada's National German weekly. Av. 1909, 18,162. Rates 50c. in.

Winnipeg. *Telegram*, dy. av. Jan., '10, 30,941, (Saturday av. 38,000). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal. *La Presse*. Actual average, 1908, daily 99,239, weekly 45,938.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Champaign News* is the leading Want ad. medium of Central Eastern Illinois.

THE *Chicago Examiner* with its 650,000 Sunday circulation and 115,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

MAIL ORDER ADVERTISING

Produces results in Indiana's leading "Want Ad" Medium. A circulation of 75,000 thoroughly covers the city and state. Publishes more classified advertising than any other paper in state.

Rate One Cent Per Word.
Only Sunday Paper in Indianapolis.

The Indianapolis Star

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE *Boston Globe*, daily and Sunday, for the year 1909, printed a total of 460,466 paid Want Ads; a gain of 42,567 over 1908 and 308,023 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Feb., 1910, amounted to 179,844 lines; the number of individual ads published were 22,452. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,206 Sunday.

NEW JERSEY

THE *Jersey City Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 31,112. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE *Aberdeen Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 90,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1906, 36,762 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia
Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.
Grain Dealers Journal (OO). Chicago, the grain trade's accepted medium for "Want" ads.
The Inland Printer, Chicago (OO). Actual average circulation for 1906, 15,866.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1906, 7,821; weekly, 17,898 (OO); 7.445 increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).
Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.
Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The *Minneapolis Journal* (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.
Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (OO). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Av. circulation over 17,000 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The *New York Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

Vogue (OO) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The *Oregonian*, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions November, 1906, sworn net average, Daily, 87,087; Sunday, 162,263.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The *Seattle Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (OO) and the *Evening Mail*. Circulation 15,556, flat rate.

The *Globe*, Toronto (OO), is backed by 64 years of square dealing.

Business Going Out

E. S. Berg & Gunst, New York, will shortly start a campaign on the Pacific Coast, to advertise their Van Dyke Cigar. Lord & Thomas will place the business.

The H. H. Franklin Mfg. Co., Syracuse, N. Y., through the M. P. Gould Agency, is placing orders for 130 lines, double column, one time, in papers in the West and South.

Coupe & Wilcox, New York, will shortly start a magazine campaign in a list of leading women's publications, for the L. F. Castle Co., manufacturers of Ready-to-Wear Trimmed Hats.

The Neutrio Co., New York, will run large copy in New York State papers. The Dauchy Co. is placing the business.

The Morse International Agency, New York, is sending orders to papers in additional cities, for the Rumford Chemical Works. Copy measures 7 inches twice a week for 13 weeks.

The Ellet Kendall Shoe Co., through H. W. Kastor & Sons, St. Louis, is making 3,000 line contracts with Pacific Coast papers.

Lord & Thomas are placing 24 lines 78 times in semi-weeklies for the Canadian Pacific Ry.

The James Sanitarium Co. is using 7,000 lines, placing the business through H. W. Kastor & Sons, of St. Louis.

The Morse Agency, of Detroit, is sending out 10,000-line contracts for Newbro's Herpicide.

The J. Walter Thompson Co., New York, is sending orders to New Jersey papers, only, for the Peter Henderson Co. (Seeds).

E. Burnham, Chicago, is placing orders direct with Southern papers for 10,000 lines.

The Horn-Baker Agency, Kansas City, is sending out 5,000 lines to Western papers for W. C. Reefer.

Contracts for 5,000 lines are being sent out by the Gardner Agency for the Sanitol Chemical Lab. Co.

Western papers are receiving orders for advertising of the Washburn-Crosby Mills, from Lord & Thomas.

W. S. Dilg, Chicago, is sending Southern papers 10,000-line contracts for the Sunnybrook Distilling Co.

The Pomeroy Agency is sending out 10,000 lines for the Warner Bros. Co.

The Federal Adv. Agency, New York, is placing 3,000 lines with Pacific Coast papers for the Manufacturers' Outlet Co.

The J. Walter Thompson Co., New York, is placing additional copy in newspapers for Horlick's Malted Milk Co.

Street & Smith are sending out orders to newspapers for the April issue of the *People's Magazine*, through the J. Walter Thompson Co. This same agency is also sending out orders for copy on the April *Smart Set*.

White & McTigue, New York, have been appointed representatives of the San Antonio (Tex.) *Stockman and Farmer*.

The Pritzinger Catarrh Balm Company, through Herbert Kaufman & Handy, Chicago, is using three inches, fifty times, in the West.

Western papers are receiving orders for 5,000 lines from W. C. Johnson, Elkhart, Ind., for the Dr. Miles Medical Company.

Wylie B. Jones, Binghamton, N. Y., is sending out three-time orders for ninety lines for Dr. Kellogg. Eastern papers are on the list.

H. W. Kastor & Sons' Company, of Louis, is making 10,000-line contracts for the American Supply Company, of the same city.

The W. T. Hanson Company, Schenectady, N. Y., is placing orders direct for 1,000 lines at present. Western papers are receiving contracts.

The F. A. Stewart Company is using 1,000 lines in the South, through Chas. H. Fuller, of Chicago.

The World's Medical Dispensary, Buffalo, N. Y., is sending contracts direct to Southern papers for 3,000 lines.

The D. D. D. Company, Chicago, through Gundlach, of the same city, is sending contracts to papers throughout the country. Ten thousand lines is the space.

BOSTON ITEMS

The Boston News Bureau is making up a list of New England papers for the advertising of the Cunard Steamship Company. The business runs in space of sixteen lines three times a week for one year.

Contracts are going out to newspapers through the Wyckoff Advertising Company, for the advertising of

Williams, Clark & Co., Lynn, Mass., for 600 inches in cities and towns where the LaFrance Shoe is sold.

This agency is also handling an appropriation for the advertising of the Emerson Shoe Co. and renewal contracts are going out at the present time.

The advertising of the Alaska Freezer Company, Winchendon, Mass., is handled by the F. P. Shumway Co. A few general mediums and women's publications are used.

The Balm Elixir Corporation, Sanbornville, N. H., is making propositions for reading notices running regularly with its country papers.

The P. F. O'Keefe Agency, Carney Building, Boston, is considering a list of general publications for next year's advertising for Winchester Repeating Arms Company, New Haven, Conn.

Renewal orders are going out to New England newspapers through Wood, Putnam & Wood for the advertising of the Allan Line of steamships.

This agency is also placing contracts with leading general publications for the advertising of the Hub Gore Makers, Albany Building, Boston.

Ernest J. Goulston, 17 Milk street, will place within a short time full-page copy in New England papers for the Bitter Route Valley Irrigation Company.

H. E. Ayres & Co., 164 Federal street, are handling all the advertising of the Frank Jones Brewing Company, Portsmouth, N. H.

M. H. Walsh, horticulturalist, Woods Hole, Mass., is using space in publications specially adapted to seed advertising. The contracts are placed direct.

Farm papers are being used by the Rockland-Rockport Lime Co., Rockland, Maine. The contracts are placed for two months' advertising through Wood, Putnam & Wood.

The Hill Dryer Co., Worcester, have made their advertising appropriation for the coming year, and the list of women's publications and general mediums has been made up. The account will be handled by the Federal Advertising Agency.

IF you have any article that is useful or necessary to Actors, Actresses or performers, and you **WANT TO SELL IT**

advertise in the oldest and best Theatrical Paper in America, The

NEW YORK CLIPPER

It wont cost much to **TRY IT ONCE**

After that you will always use it. **FRANK QUEEN PUB. CO., Ltd.,**
A. J. BORIE, Mgr. **NEW YORK**

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

To reach the CATHOLIC GERMANS

of St. Louis, Cincinnati and the entire Ohio and Mississippi Valley use either or both editions of the

Herold des Glaubens

Circulation nearly 40,000 copies per issue

Established 1850

Main Office: TEMPLE BLDG.,
St. Louis, Mo.

Price
\$12.00
At Factory



We also make
School,
Church
and Opera Seats,
Lodge Furniture.

Quality
Excellent

SAVE ROOM

selected Oak, fine golden finish 44 in. long, 24 in. wide; Pedestal 30 in. high; 3 drawers and extension slide; Paper Cabinet with shelves 14x8x1 1/2 in.; Cabinet has roll curtain front and copy holder. Order from dealer if he has it or will get it; otherwise from us. Do not accept a substitute; no other Typewriter Stand is "just as good."

Ask for Catalog by Number Only

No. 230—Office Desks, Chairs, Files, Book Cases, etc.

No. 430—Upholstered Furniture, Rockers, Davenport, Couches, Settees.

E. H. STAFFORD MFG. CO.
242 Adams Street, Chicago, Ill.

Classified departments of magazines are being used by the Walker Lithograph & Publishing Co., Newbury St., Boston.

Walter L. Weeden, 748 Slater Building, Worcester, is using a few publications with large copy for the Wheelock Wire Fence Co.

Daily newspapers in the State of Maine are receiving contracts for 1,000 inches for the advertising of Minard's Liniment Co., South Framingham, Mass. The business is handled by the H. B. Humphrey Co.

Mr. E. Van Schick is now advertising manager of the Ivers & Pond Piano Company, 116 Boylston street, Boston. Copy is being used regularly in leading publications of a general character, and special copy is run from time to time in leading newspapers.

The campaign for the J. A. & W. Bird Company, manufacturers of Rex Flint-Kote Roofing and Zolium, will hereafter be placed by the Lord & Thomas Agency.

Thomas G. Perkins, Connecticut Mutual Building, Hartford, Conn., is running full-page copy in leading daily newspapers that are specially adapted to financial advertising.

The appropriation for the advertising of the Boston Automobile Show is being handled by Walter L. Weeden, 748 Slater Building, Worcester. Contracts are going out at the present time.

The Potter Drug & Chemical Company is considering a list of newspapers to cover the country for the coming season. Later on the magazine list will be decided upon. The entire appropriation for this concern is handled by the Morse International Agency of New York. The products advertised are Cuticura Soap and Sanford's Ginger.

Contracts are being placed with a large list of general magazines for page copy in April issues for the advertising of the Gillette Safety Razor Company. These contracts are placed by the Geo. Dyer Company of New York.

The Dennison Manufacturing Company is making its plans for the next season's advertising. Many of its various products will be exploited in women's publications and general magazines.

The list of women's publications and general magazines for Cheney Brothers, silk manufacturers, is being prepared by S. A. Conover, New England manager for N. W. Ayer & Son. This agency has completed plans for the spring campaign of the White Mountain Freezer Company, Nashua, N. H.

ST. LOUIS-KANSAS CITY NOTES.

The St. Louis office of the J. Walter Thompson Co. has secured the advertising of the Iowa Dairy Separator Co. and a campaign has been started in

farm papers published in the Middle and Northwest. Orders are being sent out for 184 lines to begin with March.

The Red Line Company, St. Louis, is using a list of weeklies and dailies published in the Middle West and South to advertise mail-order whiskey. One hundred-line display copy is being used. Orders are being sent out by H. W. Kastor & Sons, same city.

Chappelow Advertising Company, St. Louis, is sending out orders for the "3 in One" Oil Co., New York, to a list of high-class weeklies, magazines, and women's publications. Display copy of various sizes is being used.

The Gardner Advertising Company, St. Louis, is sending out orders for the B. F. Goodrich Company, Akron, O., to a big list of metropolitan daily newspapers all over the country. Display copy of various sizes, advertising automobile tires, is being used. Five thousand-line contracts are being taken out.

H. W. Kastor & Sons' St. Louis office is placing the advertising of the L. C. McLain Sanitarium, same city, in a list of agricultural papers published in the Central and Northwest. Orders for 150 lines to run two times, beginning with March issues, are going out.

The Rhuma Sulphur Company, St. Louis, has begun a campaign in daily newspapers published in the South and West. Orders are being placed by the D'Arcy Advertising Company, same city, for display copy to run three times a week. Contracts for 5,000 lines are being made.

Bourne & Bond, Louisville, Ky., dealers in sporting goods, have inaugurated a mail order campaign in farm papers and weeklies published in the South, to advertise fishermen's supplies. This account has just been secured by the St. Louis office of H. W. Kastor & Sons, who are sending out orders for twenty lines to run for six insertions, beginning with March issues.

The Gardner Advertising Company, St. Louis, is making five and ten thousand line contracts with metropolitan dailies published in the Middle West, West and South, for the advertising of Guckenheimer Rye. Renewal orders and new schedule of copy is also going out.

G. Strauss Brokerage Company, Kansas City, advertising mail-order whiskey, has begun an extensive campaign in dailies and weeklies of dailies published in the Middle West and South. H. W. Kastor & Sons, same city, who are handling the advertising, are sending out orders for fifty lines, four times, to start in March.

The Gardner Advertising Company, St. Louis, is placing orders for half pages and 100-line copy in a few high-grade magazines and the *Saturday Evening Post*, for the Cooper-Wells Co., St. Joseph, Mich., manufacturers of "Iron Clad" hosiery.

These figures are not presented in any brag-gadocio spirit, but to have you realize that

Field and Stream

is the big magazine in its field. Consider these increases in net cash advertising:

February issue '09 over '08,	66.3%;	'10 over '09,	14.7%
March " " "	36.8%;	" " "	19.8%
April " " "	68.5%,	" " "	?

-and-

March '10 over February '10 57.1%

Notice the comparative position of the various outdoor and sportsman's magazines in the summary in this issue.

These continual increases are due not only to the very marked improvement in the character of the magazine and its remarkable pulling power in its own class, but also to the growing appreciation of it as a magazine that is reaching the finest kind of men in the best kind of a way.

Field and Stream Pub. Co.

26 East Twenty-first Street

New York City



Four-Square Advertising

3.—Considered as a Means of Upbuilding a Good Reputation

After the manufacturer's product leaves his ware-rooms, its destinies are in a large measure beyond his control. He may succeed in fixing, to a certain degree, the price at which it shall be sold, but he can exercise no supervision over what may be said for or against it.

It behooves him, therefore, to build for it a four-square reputation, and bed it deep in public confidence. It must, in all probability, stand cheek by jowl on the dealer's shelves with goods of poor repute, but he should create for it a reputation for quality and reliability which will make it stand out, head and shoulders above all others, and act as an effectual armor against the detractions of competitors.

Can you do this, do you suppose, by advertising it in mediums which are not four-square?

Goods are known, like men, by the company they keep. A worthy article cannot hope to gain prestige by close and constant association with the inferior and the unworthy. The advertiser of a first-grade article who buys circulation by the square yard, regardless of quality and with no consideration of the class and grade of other articles advertised in the same mediums, must not complain if his goods are judged by the company they keep.

Four-square goods deserve four-square advertising. They should have ample and continuous representation in publications which admit no advertising of a doubtful or suspicious nature, and protect the manufacturer against unfair competition and the consumer against loss by fraud or misrepresentation.

SUCCESS MAGAZINE is a Four-Square medium.

Frank E. Morrison, Advertising Manager

Success Magazine Building, New York

HARRY T. EVANS - - Western Advertising Manager

Home Insurance Building, Chicago

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